# ABSTRAK

Saat ini industri perhotelan mulai melirik kearah konsep *Green Supply Chain Management* dalam proses operasional bisnisnya sehari-hari. Isu global terkait permasalahan lingkungan, dukungan pemerintah, dan manfaat berupa faktor efisiensi serta keunggulan kompetitif yang didapatkan mendorong para pelaku bisnis perhotelan untuk mengaplikasikan praktik *green* tersebut. Akan tetapi terdapat banyak faktor terkait keberhasilan dalam penerapan praktik hijau dimana salah satunya adalah *behavioral factor* didalam *supply chain management*. Penelitian ini bertujuan untuk mencari tahu apakah faktor perilaku, dimana dalam hal ini adalah *supervisory support, training,* dan *rewards,* berpengaruh terhadap *perceived organizational support* dan komitmen afektif dari karyawan menjadi permasalahan dalam penerapan praktik hijau pada operasional Hotel Bumi Surabaya. Sampel yang digunakan dalam penelitian ini adalah seluruh karyawan bagian operasional Hotel Bumi Surabaya dengan menggunakan metode survei dan analisis data dilakukan dengan menggunakan software SmartPLS 2.0 m3. Hasil menunjukkan bahwa semua hipotesis didukung dimana variabel *supervisory support, training,* dan *rewards* menunjukkan korelasi positif terhadap *perceived organizational support,* begitupun pada variabel *perceived organizational support* menunjukkan korelasi yang kuat terhadap komitmen afektif karyawan.

**Kata Kunci :** *GSCM, behavioral supply chain management, organizational support theory, supervisory support, training, rewards, employee affective commitment, structural equation model,* **PLS, metode survei**

# *ABSTRACT*

*Nowadays, hospitality industries begin to consider concept of Green Supply Chain Management in their daily business operational process. Global issues related to environmental problem, government support, benefits of efficiency factor and competitive advantage obtained when encouraging Hoteliers to apply green practices. But there are a lot of factors related to successful in implementing green practice which is one of them are behavioral factors in supply chain management*

*The aim of this study is to find whether behavioral factors, in this case are supervisory support, training, and rewards, affects perceived organizational support and employee affective commitment which become a problem in implementing green practices at Hotel Bumi Surabaya.*

*The sample used in this study were all employees at Operational Section in Hotel Bumi Surabaya using survey method and data analysis using SmartPLS 2.0 m3. The result showed that all hypothesises were supported, where variables supervisory support, training, and rewards showed positive correlation to perceived organizational support, as well as variable perceived organizational support showed a strong correlation to employee affective commitment.*

***Keywords : GSCM, behavioral supply chain management, organizational support theory, supervisory support, training, rewards, employee affective commitment, structural equation model, PLS, Survey method***