

## **ABSTRACT**

This research is designed to analyze and examine the influence of Perceived Green Human Resource Management towards Job Pursuit Intention of Gen Z job Seekers with Organizational Prestige as the mediating variable. The study is quantitative by nature, conducted on Indonesian Gen Z job seekers living in Jakarta as the population, and utilizes a questionnaire survey as the method of data collection. A total of 390 Gen Z job seeker respondents living in Jakarta were acquired from 14<sup>th</sup> of February 2023 to 21<sup>st</sup> of February 2023. Data analysis was carried out using structural equation modelling (SEM) to examine the relationships amongst the proposed variables. Research results showed support for both proposed hypotheses being Perceived Green Human Resource Management positively influences Organizational Prestige and that Organizational Prestige positively influences Job Pursuit Intention.

**Keywords:** Perceived Green Human Resource Management, Organizational Prestige, Job Pursuit Intention