

# The Role of HR in Building a Sustainable and Socially Responsible Corporate Culture

Fadlika<sup>1</sup>, Yourieke Estherina Leolita<sup>2</sup>, Desi Derina Yusda<sup>3</sup>, Yudhinanto Cahyo Nugroho<sup>4</sup>, Armalia Reny WA<sup>5</sup>

1, Universitas Mitra Indonesia, Indonesia ;

2, Universitas Mitra Indonesia, Indonesia ;

3, Universitas Mitra Indonesia, Indonesia ;

4, Universitas Mitra Indonesia, Indonesia ;

5, Universitas Mitra Indonesia, Indonesia ;

1, 2, 3, 4, 5;

---

## Abstract

**Background** - HR Practices at the Puskesmas are essential for recruiting, training, and managing healthcare staff to align with the organization's values, particularly in delivering high-quality and ethical healthcare services. Corporate Culture reflects the collective behaviors and norms within the healthcare environment, influencing teamwork, patient care, and overall service quality. Sustainability Practices involve integrating eco-friendly initiatives, such as waste management and resource conservation, into daily operations to ensure long-term health outcomes for the community and the environment. Lastly, Social Responsibility emphasizes the Puskesmas' role in addressing public health needs, engaging with the local community, and promoting inclusive, fair healthcare services. Together, these variables create a framework for fostering a sustainable, ethical, and socially responsible healthcare institution.

**Purpose** - This research aims to examine the influence of HR practices on corporate culture, with sustainability practices and social responsibility as intervening variables at Puskesmas Balik Bukit Lampung Barat.

**methodology** - Utilizing a total sampling technique, data was collected from 52 employees through an online questionnaire and analyzed using Smart PLS.

**Findings** - The results indicate that HR practices have a strong positive effect on both sustainability practices and social responsibility. Furthermore, sustainability practices significantly influence corporate culture and act as a mediator between HR practices and corporate culture, while social responsibility does not show a significant direct or mediating effect. The findings highlight the crucial role of HR practices in fostering sustainability, which in turn shapes the corporate culture.

**Originality** - These insights underscore the need for Puskesmas Balik Bukit to continue integrating sustainability and social responsibility into their HR strategies to foster a more cohesive and effective corporate culture, ultimately improving healthcare service delivery.

Keywords: HR Practices, Corporate Culture, Sustainability Practices, Social Responsibility

---