

**PERAN *GREEN SUPPLY CHAIN* DALAM MEMEDIASI PENGARUH  
*GREEN INTELLECTUAL* DAN *GREEN INNOVATION* TERHADAP  
*BUSINESS SUSTAINABILITY* PADA UKM FURNITUR  
DI DAERAH ISTIMEWA YOGYAKARTA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis anteseden green supply chain serta dampaknya terhadap keberlanjutan bisnis pada UKM UKM Furnitur di Daerah Istimewa Yogyakarta (DIY). Variabel yang digunakan dalam penelitian ini adalah green intellectual, green innovation, green supply chain dan business sustainability. Penelitian ini menggunakan pendekatan kuantitatif dengan mengumpulkan data melalui survey yang dilakukan dengan kuesioner. Untuk objek penelitian ini adalah 50 UKM Furnitur di Daerah Istimewa Yogyakarta (DIY). Metode pengambilan sampel yang digunakan adalah sensus yaitu mensurvei populasi secara keseluruhan. Teknik analisis yang digunakan dalam penelitian ini adalah Partial Least Squares Structural Equation Modeling (PLS-SEM). Berdasarkan hasil penelitian ini: green intellectual berpengaruh positif dan tidak signifikan terhadap business sustainability, green innovation berpengaruh positif dan signifikan terhadap business sustainability, green intellectual berpengaruh positif dan tidak signifikan terhadap green supply chain, green innovation berpengaruh positif dan signifikan terhadap green supply chain, green supply chain berpengaruh positif dan signifikan terhadap business sustainability, green intellectual berpengaruh positif dan tidak signifikan terhadap business sustainability melalui green supply chain sebagai variabel mediasi, green innovation berpengaruh positif dan signifikan terhadap business sustainability melalui green supply chain sebagai variabel mediasi.

Kata kunci: green intellectual, green innovation, green supply chain, business sustainability

**THE ROLE OF GREEN SUPPLY CHAIN IN MEDIATING THE  
INFLUENCE OF GREEN INTELLECTUAL AND GREEN  
INNOVATION ON BUSINESS SUSTAINABILITY IN FURNITURE  
SMES IN YOGYAKARTA SPECIAL AREA**

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**ABSTRACT**

This study aims to identify and analyze the antecedents of green supply chain and its impact on business sustainability in furniture SMEs in the Special Region of Yogyakarta (DIY). The variables used in this study are green intellectual, green innovation, green supply chain and business sustainability. This study uses a quantitative approach by collecting data through a survey conducted with a questionnaire. The object of this research is 50 furniture SMEs in the Special Region of Yogyakarta (DIY). The sampling method used is the census, namely surveying the population as a whole. The analysis technique used in this research is Partial Least Squares Structural Equation Modeling (PLS-SEM). Based on the results of this study: green intellectual has a positive and insignificant effect on business sustainability, green innovation has a positive and significant effect on business sustainability, green intellectual has a positive and insignificant effect on green supply chain, green innovation has a positive and significant effect on green supply chain, green supply chain has a positive and significant effect on business sustainability, green intellectual has a positive and insignificant effect on business sustainability through green supply chain as a mediating variable, green innovation has a positive and significant effect on business sustainability through green supply chain as a mediating variable.

Keywords: green intellectual, green innovation, green supply chain, business sustainability