

Pengaruh *Green Dynamic Capabilities* dan *Environmental Orientation* terhadap *Green Competitive Advantage* dengan *Green Innovation* sebagai Variabel Mediasi pada UMKM Kerajinan Rotan di Yogyakarta

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh *green dynamic capabilities* (GDC) dan *environmental orientation* (EO) terhadap *green competitive advantage* (GCA), serta peran mediasi dari *green innovation* (GI) pada UMKM kerajinan rotan di Yogyakarta. Sampel dalam penelitian ini adalah seluruh populasi UMKM kerajinan rotan di Yogyakarta yang berjumlah 130 UMKM. Adapun dalam pelaksanaannya, penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik analisis data melalui SEM-PLS dengan bantuan melalui perangkat lunak SmartPLS versi 4.1.0. Dalam mengumpulkan data, penelitian ini menggunakan teknik pengumpulan data melalui survey atau kuesioner yang disebarakan kepada seluruh responden. Hasil penelitian ini menemukan bahwa *green dynamic capabilities* maupun *environmental orientation* secara signifikan mempengaruhi *green innovation* dan *competitive advantage*. Sementara *green innovation* terbukti secara signifikan mempengaruhi *green competitive advantage*. Hasil dari penelitian ini juga membuktikan bahwa *green innovation* mampu menjadi solusi atas pengaruh antara *green dynamic capabilities* dan *environmental orientation* terhadap *green competitive advantage* pada UMKM kerajinan rotan di Yogyakarta.

Kata kunci: *green dynamic capabilities, environmental orientation, green innovation, green competitive advantage*

The Influence of Green Dynamic Capabilities and Environmental Orientation on Green Competitive Advantage with Green Innovation as a Mediating Variable in Rattan Craft SMEs in Yogyakarta

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ABSTRACT

This study aims to identify and analyze the impact of green dynamic capabilities (GDC), environmental orientation (EO), on green competitive advantage (GCA), with green innovation (GI) serving as a mediating factor among rattan craft SMEs in Yogyakarta. The study sample comprises the entire population of 130 SMEs engaged in rattan crafts in Yogyakarta. This research uses descriptive quantitative methods with data analysis techniques through SEM-PLS with the aid of SmartPLS software version 4.1.0. Data collection was collected through surveys or questionnaires distributed to all respondents. The results of the study found that both Green Dynamic Capabilities and Environmental Orientation significantly impact Green Innovation and Competitive Advantage. Additionally, Green Innovation was found to significantly affect Green Competitive Advantage. The results also proves that Green Innovation effectively mediates the influence of Green Dynamic Capabilities and Environmental Orientation on Green Competitive Advantage in SMEs within the rattan crafts sector in Yogyakarta.

Keywords: green dynamic capabilities, environmental orientation, green innovation, green competitive advantage