

ABSTRACT

THE INFLUENCE OF BUSINESS ANALYSIS AND ENVIRONMENTAL ORIENTATION ON GREEN BUSINESS STRATEGY WITH GREEN INNOVATION AS A MEDIATING VARIABLE IN SMES INCORPORATED IN THE SIBAKUL JOGJA PLATFORM IN YOGYAKARTA CITY.

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This study aims to determine the effect of business analysis and environmental orientation on green business strategy with green innovation as a mediating variable in SMEs that are members of the SiBakul Jogja platform in Yogyakarta City. This study uses a quantitative descriptive method. The sample in this study was 100 SMEs. The sampling technique used saturated sampling or census techniques. The data analysis method used in the study was Partial Least Squares (PLS). The results of this study are that business analysis has a positive and significant effect on green business strategy. Environmental orientation has a positive and significant effect on green business strategy. Business analysis has a positive and significant effect on green innovation. Environmental orientation has a positive and significant effect on green innovation. Green innovation has a positive and significant effect on green business strategy. Green innovation positively and significantly mediates business analysis on green business strategy. Green innovation positively and significantly mediates environmental orientation on green business strategy.

Keywords: *Business Analysis, Environmental Orientation, Green Business Strategy, Green Innovation.*

ABSTRAK

PENGARUH *BUSINESS ANALYSIS* DAN *ENVIRONMENTAL ORIENTATION* TERHADAP *GREEN BUSINESS STRATEGY* DENGAN *GREEN INNOVATION* SEBAGAI VARIABEL MEDIASI PADA UKM YANG TERGABUNG DALAM *PLATFORM* SIBAKUL JOGJA DI KOTA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh *business analysis* dan *environmental orientation* terhadap *green business strategy* dengan *green innovation* sebagai variabel mediasi pada UKM yang tergabung dalam *platform* SiBakul Jogja di Kota Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Sampel dalam penelitian ini sebanyak 100 UKM. Teknik pengambilan sampel menggunakan sampling jenuh atau teknik sensus. Metode analisis data yang digunakan dalam penelitian adalah *Partial Least Squares* (PLS). Hasil penelitian ini adalah *business analysis* berpengaruh positif dan signifikan terhadap *green business strategy*. *Environmental orientation* berpengaruh positif dan signifikan terhadap *green business strategy*. *Business analysis* berpengaruh positif dan signifikan terhadap *green innovation*. *Environmental orientation* berpengaruh positif dan signifikan terhadap *green innovation*. *Green innovation* berpengaruh positif dan signifikan terhadap *green business strategy*. *Green innovation* memediasi secara positif dan signifikan *business analysis* terhadap *green business strategy*. *Green innovation* memediasi secara positif dan signifikan *environmental orientation* terhadap *green business strategy*.

Kata kunci: *Business Analysis, Environmental Orientation, Green Business Strategy, Green Innovation.*