

ABSTRACT

ANALYSIS OF GREEN CREATIVITY AND MSMEs PERFORMANCE

WITH GREEN INNOVATION AS MEDIATING

(A Study on MSMEs in Bantul Regency, Special Region of

Yogyakarta Province)

MARYETHA YOVA YOHANA

NIM. 141210160

Student of the Management Study Program

Faculty of Economics and Business, UPN 'Veteran' Yogyakarta

maryethahana@gmail.com

ABSTRACT

This research examines the influence of green creativity and SME performance with green innovation as a mediating variable among MSMEs in Bantul Regency. The study population comprised MSMEs in Bantul Regency, with samples selected using nonprobability sampling through a purposive sampling approach. Data were collected via physical questionnaires from 56 SME respondents. The relationships between variables were tested and analyzed using Partial Least Square – Structural Equation Modeling (PLS-SEM). The findings reveal that green creativity positively influences financial performance, although it shows no significant effect on environmental performance. However, the study demonstrates that green innovation positively and significantly mediates the relationship between green creativity and both environmental and financial performance.

Keywords: green creativity, green innovation, environmental performance, financial performance.