

PENGARUH *GREEN KNOWLEDGE* DAN *GREEN TRANSFORMATIONAL LEADERSHIP* TERHADAP *ENVIRONMENTAL PERFORMANCE* PADA UMKM ANGGOTA GREBEG UMKM DIY YANG DIMEDIASI OLEH *GREEN CREATIVITY*

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ABSTRAK

Kerusakan lingkungan hidup telah menjadi tantangan global yang signifikan, mendorong pelaku UMKM untuk mengadopsi praktik bisnis ramah lingkungan. Penelitian bertujuan untuk mengkaji pengaruh *green knowledge* dan *green transformational leadership* terhadap *environmental performance* yang dimediasi oleh *green creativity* pada UMKM anggota Grebeg UMKM DIY. Menggunakan metode kuantitatif, data dikumpulkan dari 43 UMKM melalui kuesioner dan dianalisis menggunakan *Partial Least Square* (PLS). Hasil menunjukkan bahwa *green knowledge* dan *green transformational leadership* berpengaruh positif terhadap *environmental performance* dan *green creativity*. *Green creativity* berpengaruh positif terhadap *environmental performance* dan memediasi pengaruh *green transformational leadership* terhadap *environmental performance*. Namun, *green creativity* tidak memediasi hubungan antara *green knowledge* dan *environmental performance*. Penelitian ini menekankan pentingnya kepemimpinan transformasional hijau dan kreativitas dalam meningkatkan kinerja lingkungan UMKM. Penelitian selanjutnya disarankan memperluas sampel ke sektor UMKM lain dan mengeksplorasi variabel mediasi tambahan.

Kata kunci: *green knowledge*, *green transformational leadership*, *environmental performance*, *green creativity*

***THE INFLUENCE OF GREEN KNOWLEDGE AND GREEN
TRANSFORMATIONAL LEADERSHIP ON ENVIRONMENTAL
PERFORMANCE MEDIATED BY GREEN CREATIVITY ON MSMES***

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ABSTRACT

Environmental damage has become a significant global challenge, encouraging SME actors to adopt environmentally friendly business practices. This study examines the influence of green knowledge and green transformational leadership on environmental performance, mediated by green creativity in SMEs of Grebeg UMKM DIY. Using quantitative methods, data was collected from 43 SMEs through questionnaires and analyzed using Partial Least Square (PLS). Results show that green knowledge and green transformational leadership positively affect both environmental performance and green creativity. Green creativity positively influences environmental performance and mediates the effect of green transformational leadership on environmental performance. However, it does not mediate the relationship between green knowledge and environmental performance. This research highlights the importance of green transformational leadership and creativity in enhancing SMEs' environmental performance. Future studies should expand the sample to other SME sectors and explore additional mediating variables.

Keywords: green knowledge, green transformational leadership, environmental performance, green creativity