

**THE ROLE OF GREEN TECHNOLOGY INNOVATION AS A  
MEDIATOR OF THE EFFECT OF GREEN KNOWLEDGE  
MANAGEMENT ON SMEs ENVIRONMENTAL IN BATIK TULIS SMEs  
GIRILOYO BATIK VILLAGE, BANTUL**

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**ABSTRACT**

*Increasing regulatory obligations to adapt and axecute enviromentally friendly operations make it critical for businesses to pursue strategies that can strengthen their competitive edge in the market. To address this growing research interest, this study investigates the role of green technology innovation as a mediator of the critical role of green knowledge management in enhancing SMEs environmental performance. This research method uses a quantitative approach with a sample of 65 respondents in Giriloyo Batik Village. The analysis tool uses Partial Least Square (PLS). This research findings are as follows : green knowledge management has a positive and significant effect on green technology innovation; green technology innovation has a positive and significant effect on SMEs environmental performance; green knowledge management has a positive and significant effect on SMEs environmental performance; green knowledge management has a positive and significant effect on SMEs environmental performance through green technology innovation.*

**Keywords :** *Green Knowledge Management, Green Technology Innovation, SMEs Enviromental Performances*