

PENGARUH *GREEN INNOVATION STRATEGY* DAN *GREEN MARKETING* TERHADAP *BUSINESS PERFORMANCE* DENGAN *GREEN COMPETITIVE ADVANTAGE* SEBAGAI VARIABEL MEDIASI PADA UKM BATIK DI KABUPATEN KLATEN

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ABSTRAK

Penelitian ini menganalisis pengaruh *green innovation strategy* dan *green marketing* terhadap *business performance* dengan *green competitive advantage* sebagai variabel mediasi pada UKM Batik di Kabupaten Klaten. UKM batik menghadapi tantangan ganda untuk meningkatkan kinerja ekonomi sambil mengurangi dampak lingkungan negatif akibat limbah cair dan penggunaan bahan kimia pewarna. Penelitian menggunakan pendekatan kuantitatif melalui survei terhadap 50 UKM batik di Kabupaten Klaten menggunakan PLS-SEM melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *green innovation strategy* dan *green marketing* berpengaruh positif dan signifikan terhadap *business performance* dan *green competitive advantage*. *Green competitive advantage* juga terbukti berpengaruh positif terhadap *business performance* serta memediasi secara signifikan pengaruh *green innovation strategy* dan *green marketing*.

Kata Kunci: *green innovation strategy*, *green marketing*, *green competitive advantage*, *business performance*, UKM batik

***THE INFLUENCE OF GREEN INNOVATION STRATEGY AND GREEN
MARKETING ON BUSINESS PERFORMANCE WITH GREEN
COMPETITIVE ADVANTAGE AS A MEDIATING VARIABLE
AMONG BATIK SMEs IN KLATEN REGENCY***

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ABSTRACT

This study analyses the influence of green innovation strategy and green marketing on business performance, with green competitive advantage acting as a mediating variable among batik small and medium-sized enterprises (SMEs) in Klaten Regency. Batik SMEs face a dual challenge of improving economic performance while reducing negative environmental impacts, particularly those related to liquid waste and the use of chemical dyes in the production process. This research employs a quantitative approach using a survey of 50 batik SMEs in Klaten Regency, with data analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0. The results indicate that green innovation strategy and green marketing have a positive and significant effect on both business performance and green competitive advantage. Furthermore, green competitive advantage has a positive and significant effect on business performance and significantly mediates the relationship between green innovation strategy, green marketing, and business performance.

Keywords: *green innovation strategy, green marketing, green competitive advantage, business performance, batik SMEs.*