

**PENGARUH *GREEN KNOWLEDGE* DAN *GREEN ENTREPRENEURIAL ORIENTATION* TERHADAP *GREEN PERFORMANCE* YANG DIMEDIASI OLEH *GREEN INNOVATION* PADA UKM SENTRA GERABAH KASONGAN**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Green Knowledge* dan *Green Entrepreneurial Orientation* terhadap *Green Performance* dengan *Green Innovation* sebagai variabel mediasi pada UKM Sentra Kerajinan Gerabah Kasongan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode sensus. Jumlah responden dalam penelitian ini adalah 74 pemilik atau pengelola UKM yang tergabung dalam Sentra Kerajinan Gerabah Kasongan. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden. Teknik analisis data menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa (1) *Green Knowledge* berpengaruh positif dan signifikan terhadap *Green Performance*, (2) *Green Knowledge* berpengaruh positif dan signifikan terhadap *Green Innovation*, (3) *Green Entrepreneurial Orientation* berpengaruh negatif terhadap *Green Performance*, (4) *Green Entrepreneurial Orientation* berpengaruh positif dan signifikan terhadap *Green Innovation*, (5) *Green Innovation* berpengaruh positif dan signifikan terhadap *Green Performance*, (6) *Green Innovation* memediasi secara positif pengaruh antara *Green Knowledge* dan *Green Performance*, serta (7) *Green Innovation* memediasi secara positif pengaruh antara *Green Entrepreneurial Orientation* dan *Green Performance*. Temuan ini menegaskan bahwa *Green Innovation* berperan sebagai mekanisme strategis yang mentransformasikan pengetahuan dan orientasi kewirausahaan hijau menjadi *Green Performance* yang nyata dan berkelanjutan pada UKM Sentra Kerajinan Gerabah Kasongan.

**Kata kunci :** *green knowledge, green entrepreneurial orientation, green innovation, green performance*

***The Influence of Green Knowledge and Green Entrepreneurial Orientation on Green Performance: The Mediating Role of Green Innovation in the Kasongan Pottery SMEs Cluster***

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**ABSTRACT**

*This study aims to analyze the influence of Green Knowledge and Green Entrepreneurial Orientation on Green Performance, with Green Innovation serving as a mediating variable, in small and medium-sized enterprises (SME) within the Kasongan Pottery Craft Cluster. The study adopts a quantitative approach using a census method. The total number of respondents comprises 74 SMEs owners or managers who are members of the Kasongan Pottery Craft Cluster. Data were collected through the distribution of questionnaires to the respondents. The data analysis technique employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software. The results indicate that (1) Green Knowledge has a positive and significant effect on Green Performance; (2) Green Knowledge has a positive and significant effect on Green Innovation; (3) Green Entrepreneurial Orientation has a negative effect on Green Performance; (4) Green Entrepreneurial Orientation has a positive and significant effect on Green Innovation; (5) Green Innovation has a positive and significant effect on Green Performance; (6) Green Innovation positively mediates the relationship between Green Knowledge and Green Performance; and (7) Green Innovation positively mediates the relationship between Green Entrepreneurial Orientation and Green Performance. These findings confirm that Green Innovation functions as a strategic mechanism that transforms green knowledge and green entrepreneurial orientation into tangible and sustainable Green Performance in SMEs within the Kasongan Pottery Craft Cluster.*

***Keywords : green knowledge, green entrepreneurial orientation, green innovation, green performance***