

**PENGARUH *ENVIRONMENTAL ORIENTATION* TERHADAP
GREEN COMPETITIVE ADVANTAGE DENGAN *GREEN INNOVATION*
SEBAGAI VARIABEL MEDIASI PADA USAHA KECIL
MENENGAH (UKM) BATIK KOTA YOGYAKARTA**

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ABSTRAK

UKM Batik Kota Yogyakarta menghadapi tantangan berupa meningkatnya persaingan usaha dan tuntutan keberlanjutan lingkungan, khususnya terkait dampak lingkungan dari proses produksi batik yang menggunakan pewarna kimia dan air dalam jumlah besar. Kondisi ini menuntut pelaku usaha untuk mengintegrasikan orientasi lingkungan dalam strategi bisnis guna menciptakan keunggulan bersaing yang berkelanjutan. Penelitian ini bertujuan untuk mengkaji pengaruh *internal environmental orientation* dan *external environmental orientation* terhadap *green competitive advantage* yang dimediasi oleh *green innovation* pada UKM Batik Kota Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan mengumpulkan data dari 70 responden melalui kuesioner dan dianalisis menggunakan *Partial Least Square* (PLS-SEM). Hasil penelitian menunjukkan bahwa *internal environmental orientation* dan *external environmental orientation* berpengaruh positif dan signifikan secara langsung terhadap *green innovation* dan *green competitive advantage*. Selain itu, *green innovation* terbukti berpengaruh positif dan signifikan terhadap *green competitive advantage*. Selanjutnya, *green innovation* terbukti berpengaruh positif dan signifikan secara tidak langsung dalam memediasi pengaruh antara *internal environmental orientation* dan *external environmental orientation* terhadap *green competitive advantage*, sehingga penelitian ini menegaskan bahwa orientasi lingkungan harus ditransformasikan melalui inovasi hijau untuk menciptakan keunggulan kompetitif berkelanjutan pada UKM Batik Kota Yogyakarta.

Kata Kunci: *internal environmental orientation*, *external environmental orientation*, *green competitive advantage*, *green innovation*

THE INFLUENCE OF ENVIRONMENTAL ORIENTATION ON GREEN COMPETITIVE ADVANTAGE: THE MEDIATING ROLE OF GREEN INNOVATION IN BATIK SMALL AND MEDIUM ENTERPRISES (SMEs) IN YOGYAKARTA CITY

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ABSTRACT

Batik SMEs in Yogyakarta City face challenges from intensifying business competition and growing environmental sustainability demands, particularly regarding the environmental impact of the batik production process, which relies heavily on chemical dyes and large volumes of water. These conditions require business actors to integrate environmental orientation into their business strategies to create sustainable competitive advantages. This study aims to examine the influence of internal environmental orientation and external environmental orientation on green competitive advantage mediated by green innovation in Batik SMEs in Yogyakarta City. This study employs a quantitative method, collecting data from 70 respondents through questionnaires and analyzing them using Partial Least Square (PLS-SEM). The results indicate that internal environmental orientation and external environmental orientation have a positive and significant direct effect on green innovation and green competitive advantage. In addition, green innovation has a positive and significant effect on green competitive advantage. Furthermore, green innovation is proven to have a positive and significant indirect effect in mediating the relationship between internal environmental orientation and external environmental orientation and green competitive advantage, thus confirming that environmental orientation must be transformed through green innovation to create sustainable competitive advantages in Batik SMEs of Yogyakarta City.

Keywords: internal environmental orientation, external environmental orientation, green competitive advantage, green innovation