GREEN BUSINESS STRATEGY DAN *GREEN COMPETITIVE ADVANTAGE:* PERAN MEDIASI *GREEN INNOVATION* DAN MODERASI *GREEN ABSORPTIVE CAPACITY* PADA UMKM KULINER

Cheryl Kanaya Ramadhaniaz
NIM. 141220363

Program Studi Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Pembangunan Nasional "Veteran" Yogyakarta
141220363@student.upnyk.ac.id

ABSTRAK

Penelitian ini menganalisis pengaruh *Green Business Strategy* terhadap *Green Competitive Advantage* melalui *Green Innovation* dengan *Green Absorptive Capacity* sebagai variabel moderasi pada UMKM kuliner di Kota Yogyakarta. UMKM kuliner menghadapi tantangan untuk meningkatkan daya saing sekaligus menerapkan praktik bisnis yang berkelanjutan seiring meningkatnya kesadaran masyarakat terhadap isu lingkungan dan tuntutan pasar terhadap produk yang ramah lingkungan. Penelitian ini menggunakan pendekatan kuantitatif melalui survei terhadap 151 pemilik atau pengelola UMKM kuliner di Kota Yogyakarta yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa *Green Business Strategy* berpengaruh positif dan signifikan terhadap *Green Innovation* dan *Green Competitive Advantage*. *Green Innovation* juga berpengaruh positif dan signifikan terhadap *Green Competitive Advantage* serta memediasi secara parsial pengaruh *Green Business Strategy* terhadap *Green Competitive Advantage*. Selain itu, *Green Absorptive Capacity* terbukti memperkuat hubungan antara *Green Business Strategy* dan *Green Innovation*, serta hubungan antara *Green Innovation* dan *Green Competitive Advantage*.

Kata Kunci: *Green Business Strategy, Green Innovation, Green Competitive Advantage, Green Absorptive Capacity,* UMKM.

GREEN BUSINESS STRATEGY AND GREEN COMPETITIVE ADVANTAGE: THE MEDIATING ROLE OF GREEN INNOVATION AND THE MODERATING ROLE OF GREEN ABSORPTIVE CAPACITY IN CULINARY SMEs

Cheryl Kanaya Ramadhaniaz

NIM. 141220363

Management Study Program
Faculty of Economics and Business
Universitas Pembangunan Nasional "Veteran" Yogyakarta
141220363@student.upnyk.ac.id

ABSTRACT

This study analyzes the effect of Green Business Strategy on Green Competitive Advantage through Green Innovation, with Green Absorptive Capacity as a moderating variable, among culinary MSMEs in Yogyakarta City. Culinary MSMEs face the challenge of enhancing their competitiveness while implementing sustainable business practices, given the growing public awareness of environmental issues and market demands for eco-friendly products. This study employs a quantitative approach through a survey of 151 owners or managers of culinary MSMEs in Yogyakarta City, selected using purposive sampling. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results indicate that Green Business Strategy has a positive and significant effect on Green Innovation and Green Competitive Advantage. Green Innovation also has a positive and significant effect on Green Competitive Advantage and partially mediates the effect of Green Business Strategy on Green Competitive Advantage. Furthermore, Green Absorptive Capacity was found to strengthen the relationship between Green Business Strategy and Green Innovation, as well as the relationship between Green Innovation and Green Competitive Advantage.

Keywords: *Green Absorptive Capacity, Green Business Strategy, Green Competitive Advantage, Green Innovation, culinary MSMEs.*