

PENGARUH *GREEN ABILITY*, *GREEN MOTIVATION*, DAN *GREEN OPPORTUNITY* TERHADAP *ORGANIZATIONAL PERFORMANCE* DENGAN *GREEN INNOVATION* SEBAGAI VARIABEL INTERVENING PADA INDUSTRI PAKAIAN JADI DI INDONESIA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green ability*, *green motivation* dan *green opportunity* terhadap *organizational performance* dengan *green innovation* sebagai variabel intervening pada industri pakaian jadi di Indonesia. Teknik sampling yang digunakan dalam penelitian ini adalah simple random sampling dengan total 120 responden yang merupakan karyawan dari industri pakaian jadi. Data primer dikumpulkan melalui penyebaran kuesioner menggunakan *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini dilakukan dengan teknik *outer model* dan *inner model* dengan menggunakan perangkat lunak *SmartPLS* versi 4.0.9.9 *for windows*. Hasil analisis menunjukkan bahwa *green ability*, *green motivation* dan *green opportunity* berpengaruh positif terhadap *organizational performance*. Selain itu *green ability*, *green motivation* dan *green opportunity* berpengaruh positif terhadap *green innovation*. *Green innovation* sendiri terbukti memberikan pengaruh positif terhadap *organizational performance*. *Green ability* dan *green motivation* berpengaruh positif terhadap *organizational performance* melalui *green innovation*, sementara *green opportunity* menunjukkan pengaruh negatif terhadap *organizational performance*. Untuk penelitian selanjutnya disarankan untuk menambahkan variabel lain yang dapat memberikan gambaran lebih komprehensif, seperti *green performance*, *green human capital* atau *green leadership* agar pengaruh *green innovation* terhadap *organizational performance* dapat dipahami secara lebih luas.

Kata Kunci: *Green Ability, Green Motivation, Green Opportunity, Organizational Performance, Green Innovation.*



THE EFFECT OF GREEN ABILITY, GREEN MOTIVATION, AND GREEN OPPORTUNITY ON ORGANIZATIONAL PERFORMANCE WITH GREEN INNOVATION AS AN INTERVENING VARIABLE IN THE APPAREL INDUSTRY IN INDONESIA

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Abstract

This study aimed to analyze the influence of green ability, green motivation, and green opportunity on organizational performance, with green innovation as an intervening variable in the apparel industry in Indonesia. The study employed a simple random sampling technique, involving 120 respondents who were employees in the apparel industry. Primary data were collected through a questionnaire distributed via Google Forms, which had been tested for validity and reliability. Data analysis was conducted using both outer and inner model techniques with SmartPLS software version 4.0.9.9 for Windows. The results indicated that green ability, green motivation, and green opportunity had a positive and significant effect on organizational performance. Additionally, green ability, green motivation, and green opportunity positively influenced green innovation. Green innovation, in turn, was found to have a positive and significant impact on organizational performance. Specifically, green ability and green motivation had a positive and significant impact on organizational performance through green innovation, whereas green opportunity did not exhibit a significant effect. For future research, it is recommended that additional variables, such as green performance, green human capital, or green leadership, be incorporated to provide a more comprehensive understanding of how green innovation influences organizational performance.

Keywords: *Green Ability, Green Motivation, Green Opportunity, Organizational Performance, Green Innovation.*