

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

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh *green ability*, *green motivation*, dan *green opportunity* terhadap *organizational performance* dengan *green innovation* sebagai variabel intervening pada industri furnitur di Indonesia. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *random sampling*, dengan jumlah responden sebanyak 157 karyawan. Data primer dikumpulkan melalui penyebaran kuesioner menggunakan *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini dilakukan dengan menggunakan uji analisis uji *outer* dan uji *inner model* dengan *SmartPLS* versi 4.0.9.9 *for Windows*. Hasil penelitian menunjukkan bahwa *green ability*, *green motivation*, dan *green opportunity* berpengaruh positif terhadap *organizational performance*. Selain itu hasil analisis menunjukkan bahwa *green ability*, *green motivation*, dan *green opportunity* berpengaruh positif terhadap *green innovation*. *Green innovation* berpengaruh positif terhadap *organizational performance*. *Green innovation* berpengaruh parsial memediasi hubungan antara *green ability*, *green motivation*, dan *green opportunity* terhadap *organizational performance*. Untuk penelitian selanjutnya dapat mempertimbangkan untuk memasukkan variabel lain seperti *green leadership*, *organizational culture*, atau *environmental performance* untuk mendapatkan pemahaman yang lebih komprehensif terhadap faktor-faktor yang mempengaruhi *organizational performance*.

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 FURNITURE 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 serving as an intervening variable in the furniture industry of Indonesia. The research employed simple random sampling with a total of 157 respondents who were employees of the furniture industry. Primary data were collected through the distribution of questionnaires using Google Forms that had been previously tested for validity and reliability. Data analysis in this study was carried out using the outer model 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 effect on organizational performance. Additionally, the analysis results showed that green ability, green motivation, and green opportunity had a positive impact on green innovation. Green innovation has a positive effect on organizational performance. Green innovation had a partial mediating effect on the relationship between green ability, green motivation, green opportunity, and organizational performance. For further research, it is possible to consider including additional variables, such as green leadership, organizational culture, or environmental performance, to gain a more comprehensive understanding of the factors that influence organizational performance.

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