

**PENGARUH *GREEN ABILITY*, *GREEN MOTIVATION*, DAN *GREEN OPPORTUNITY* TERHADAP *ORGANIZATIONAL PERFORMANCE* DENGAN *GREEN INNOVATION* SEBAGAI VARIABEL INTERVENING PADA INDUSTRI KULIT, BARANG DARI KULIT, DAN ALAS KAKI 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 kulit, barang dari kulit, dan alas kaki di Indonesia. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *random sampling*, dengan jumlah responden sebanyak 113 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 model* 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 dan signifikan terhadap *organizational performance*, *green ability*, *green motivation*, dan *green opportunity* berpengaruh positif dan signifikan terhadap *green innovation*, *green innovation* berpengaruh positif dan signifikan terhadap *organizational performance*, *green innovation* berpengaruh parsial memediasi hubungan antara *green ability*, *green motivation*, dan *green opportunity* terhadap *organizational performance*. Penelitian selanjutnya dapat meneliti faktor-faktor yang memungkinkan mempengaruhi *organizational performance*, seperti *green leadership*, *stakeholder*, dan budaya organisasi

**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 LEATHER, LEATHER GOODS, AND FOOTWEAR 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 leather, leather goods, and footwear industries in Indonesia. The sampling technique employed was simple random sampling, involving a total of 113 respondents from the leather, leather goods, and footwear industry. Primary data were collected through a questionnaire distributed via Google Forms, which was tested for validity and reliability. Data analysis was conducted using both the outer model and inner model techniques, utilizing SmartPLS software version 4.0.9.9 for Windows. The results revealed that green ability, green motivation, and green opportunity all had a positive and significant effect on organizational performance. Additionally, these factors have a positive and significant influence on green innovation. Green innovation, in turn, had a positive and significant effect on organizational performance. Moreover, green innovation partially mediated the relationship between green ability, green motivation, green opportunity, and organizational performance. Future research could further explore other factors that influence organizational performance, such as green leadership, stakeholder engagement, and organizational culture.*

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