

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

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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 minuman. Teknik sampling yang digunakan dalam penelitian ini adalah *simple random sampling* dengan total 131 responden yang merupakan karyawan dari industri minuman. 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 dan signifikan terhadap *organizational performance*. Selain itu, *green motivation* dan *green opportunity* berpengaruh positif dan signifikan terhadap *green innovation* sementara *green ability* menunjukkan tidak memiliki pengaruh terhadap *green innovation*. *Green innovation* sendiri terbukti memberikan pengaruh positif dan signifikan terhadap *organizational performance*. *Green motivation* dan *green opportunity* berpengaruh positif terhadap *organizational performance* melalui *green innovation*, sementara *green ability* tidak memiliki pengaruh terhadap *organizational performance* melalui *green innovation*. Penelitian selanjutnya dapat meneliti faktor-faktor lain yang mempengaruhi *organizational performance* seperti *stakeholder pressure*, *green knowledge sharing*, dan *green leadership*.

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



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

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Abstract

This study aimed to analyze the effects of green ability, green motivation, and green opportunity on organizational performance, with green innovation serving as a mediating variable in the beverage industry. The sampling technique employed in this study was simple random sampling, involving a total of 131 respondents who were employees in the beverage sector. Primary data were collected through questionnaires distributed via Google Forms, which had been previously tested for validity and reliability. Data analysis was conducted using both outer model and inner model techniques with SmartPLS version 4.0.9.9 for Windows. The results indicated that green ability, green motivation, and green opportunity had a positive and significant impact on organizational performance. Furthermore, green motivation and green opportunity had a positive and significant effect on green innovation, while green ability did not affect green innovation. Green innovation has been proven to have a positive and significant effect on organizational performance. Green motivation and green opportunity positively influenced organizational performance through green innovation, whereas green ability did not have a significant impact on organizational performance through green innovation. Future research could examine other factors that affect organizational performance, such as stakeholder pressure, green knowledge sharing, and green leadership.

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