

PENGARUH *GREEN ABILITY*, *GREEN MOTIVATION*, *GREEN OPPORTUNITY* TERHADAP *ORGANIZATIONAL PERFORMANCE* DENGAN *GREEN INNOVATION* SEBAGAI VARIABEL INTERVENING PADA INDUSTRI PERCETAKAN DAN REPRODUKSI MEDIA REKAMAN

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green ability*, *green motivation*, *green opportunity* terhadap *organizational performance* dengan *green innovation* pada industri percetakan dan reproduksi media rekaman di Indonesia. Teknik pengambilan sampel dalam penelitian ini menggunakan Teknik *simple random sampling* dengan jumlah responden sebanyak 114 karyawan. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji *outer model* yang terdiri dari uji validitas konvergen dan uji reliabilitas, dan uji *inner model* yang terdiri dari uji *R Square* dan uji hipotesis dengan menggunakan SmartPLS versi 4.0.9.9. Hasil penelitian menunjukkan bahwa *green ability*, *green motivation*, *green opportunity* berpengaruh positif dan signifikan terhadap *organizational performance*, *green ability*, *green motivation*, *green opportunity* berpengaruh positif dan signifikan terhadap *green innovation*, *green innovation* berpengaruh positif dan signifikan terhadap *organizational performance*, dan *green innovation* berpengaruh secara parsial memediasi hubungan antara *green ability*, *green motivation*, *green opportunity* terhadap *organizational performance*. Penelitian selanjutnya dapat memperdalam analisis faktor-faktor yang lain yang mempengaruhi *organizational performance*.

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



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

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Abstract

This study aimed to analyze the influence of green ability, green motivation, and green opportunity on organizational performance through green innovation in the printing and reproduction industry of recorded media in Indonesia. The sampling technique employed in this study was simple random sampling, with a total of 114 employees as respondents. Primary data were collected through a questionnaire distributed via Google Forms, which had been tested for validity and reliability. Data analysis was conducted using SmartPLS version 4.0.9.9. The analysis included an outer model test, which consisted of a convergent validity test and a reliability test, as well as an inner model test, comprising an R-squared test and hypothesis testing. The results showed that green ability, green motivation, and green opportunity had a positive and significant effect on organizational performance. Furthermore, green ability, green motivation, and green opportunity had a positive and significant influence on green innovation. Green innovation, in turn, has a positive and significant impact on organizational performance. Additionally, green innovation was found to have a partial mediating effect on the relationship between green ability, green motivation, green opportunity, and organizational performance. Further research could investigate other factors that impact organizational performance.

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