

Peran Mediasi *Green Market Orientation* dan *Green Supply Chain Management* pada Pengaruh *Green Human Capital Readiness* terhadap *Business Performance*
(Studi Empiris pada UMKM Manufaktur di Jawa Timur)

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ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh *green human capital readiness* terhadap *business performance* dan menginvestigasi peran mediasi *green market orientation* dan *green supply chain management* pada pengaruh *green human capital readiness* terhadap *business performance*. Penelitian ini menggunakan pendekatan kuantitatif. Data sampel sebanyak 182 Usaha Mikro, Kecil, dan Menengah (UMKM) Manufaktur di Jawa Timur berhasil dikumpulkan melalui penyebaran kuisioner secara online. *Partial Least Square - Structural Equation Modelling* (PLS-SEM) digunakan dalam menguji hipotesis. Hasil penelitian menunjukkan bahwa *green human capital readiness* berpengaruh positif signifikan secara langsung terhadap *business performance*. Hasil lebih lanjut, penelitian ini membuktikan bahwa *green market orientation* tidak memediasi pengaruh *green human capital readiness* terhadap *business performance*, *green supply chain management* tidak memediasi pengaruh *green human capital readiness* terhadap *business performance*, namun *green market orientation* dan *green supply chain management* secara berurutan memediasi sebagian pengaruh *green human capital readiness* terhadap *business performance*. Penelitian ini merupakan penelitian pertama yang menginvestigasi peran mediasi *green market orientation* dan *green supply chain management* pada pengaruh *green human capital readiness* terhadap *business performance* pada UMKM Manufaktur di Jawa Timur.

Kata kunci: *Green human capital readiness*, *Business performance*, *Green market orientation*, *Green supply chain management*, Usaha Mikro, Kecil, dan Menengah

The Mediating Role of Green Market Orientation and Green Supply Chain Management on The Effect of Green Human Capital Readiness on Business Performance
(An Empirical Study of Manufacturing MSMEs In East Java)

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ABSTRACT

This study aims to investigate the effect of green human capital readiness on business performance and to investigate the mediating role of green market orientation and green supply chain management on the effect of green human capital readiness on business performance. This study uses a quantitative approach. Sample data of 182 Manufacturing Micro, Small, and Medium Enterprises (MSMEs) in East Java were collected through online questionnaires. Partial Least Square - Structural Equation Modeling (PLS-SEM) is used to test the hypothesis. The results showed that green human capital readiness had a direct and significant positive effect on business performance. Further results, this study proves that green market orientation does not mediate the effect of green human capital readiness on business performance, green supply chain management does not mediate the effect of green human capital readiness on business performance. However, green market orientation and green supply chain management respectively partially mediate of the effect of green human capital readiness on business performance. This is the first research to investigate the mediating role of green market orientation and green supply chain management on the effect of green human capital readiness on business performance in Manufacturing MSMEs in East Java.

Keywords: Green human capital readiness; Business performance; Green market orientation; Green supply chain management; Micro, Small, and Medium Enterprises