

ABSTRAK

Penelitian ini dilakukan untuk menemukan bukti secara empiris tentang pengaruh *green product innovation* dan *green process innovation*. Populasi dalam penelitian ini adalah sejumlah 747 perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia pada periode 2014 sampai dengan 2018. Terpilih sebanyak 106 sampel dengan menggunakan metode *purposive sampling*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi berganda dengan menggunakan *software SPSS for windows*. Hasil penelitian membuktikan secara empiris bahwa *green product innovation* dan *green process innovation* berpengaruh positif terhadap kinerja keuangan, namun tidak berpengaruh terhadap kinerja pemasaran.

Kata kunci: Green product innovation, Green process innovation, Kinerja keuangan, Kinerja pemasaran

ABSTRACT

This research was conducted to find empirical evidence about the effect of green product innovation and green process innovation on financial performance and market performance. The population in this study were 747 manufacturing companies listed on the Indonesia Stock Exchange in the period 2014 to 2018. There were 106 samples selected using the purposive sampling method. The data analysis technique in this study uses multiple regression analysis using SPSS for Windows software. The results of the study prove empirically that green product innovation and green process innovation have a positive effect on financial performance, but does not have an effect on market performance.

Keywords: green product innovation, green process innovation, financial performance, market performance