

## ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh *market orientation* terhadap *business performance* yang dimediasi oleh *green innovation*. Variabel-variabel yang digunakan adalah *market orientation*, *business performance*, *green innovation* dan *business performance*. Penelitian ini menggunakan data primer berupa kuisioner untuk menguji hipotesis yang ada dan dianalisis menggunakan *structural equation modeling* (SEM). Sebanyak 230 pelaku Usaha Kecil dan Menengah (UKM) dijadikan sampel dalam penelitian ini. Data tersebut dianalisis menggunakan statistic deskriptif, uji valliditas, dan uji reliabilitas dengan menggunakan WarpPLS 6.0. hasil dari penelitian ini menunjukkan bahwa: (1) *green product innovation* memediasi pengaruh *market orientation* terhadap *business performance*; (2) *green process innovation* memediasi pengaruh *market orientation* terhadap *business performance*.

**Kata Kunci:** *Market Orientation, Green Product Innovation, Green Process Innovation, dan Business Performance*

## ABSTRACT

*This study aims to identify and analyze the influence of market orientation on business performance mediated by green innovation. The variables used are market orientation, business performance, green innovation and business performance. This study uses primary data in the form of questionnaires to test existing hypotheses and analyzed using structural equation modeling (SEM). A total of 230 Small and Medium Enterprises (UKM) actors were sampled in this study. The data were analyzed using descriptive statistics, validity tests, and reliability tests using WarpPLS 6.0. the results of this study indicate that: (1) green product innovations mediate the influence of market orientations on business performance; (2) green process innovation mediates the influence of market orientation on business performance.*

**Keywords:** *Market Orientation, Green Product Innovation, Green Process Innovation, and Business Performance*