

ABSTRAK

Penelitian ini dilakukan untuk mendapatkan bukti empiris tentang pengaruh *green innovation* terhadap *firm performance* dengan *product market competition* sebagai variabel moderasi. Populasi penelitian ini adalah perusahaan manufaktur yang terdaftar di BEI selama tahun 2012-2018 sejumlah 1013 perusahaan. Sampel yang digunakan adalah perusahaan manufaktur yang dipilih menggunakan metode *purposive sampling*, yang telah didapatkan sejumlah 178 perusahaan. Analisis data dalam penelitian ini menggunakan metode regresi linier berganda dan analisis regresi moderasi, yang dibantu dengan program SPSS versi 26. Hasil penelitian ini membuktikan secara empiris bahwa *green product innovation* berpengaruh positif terhadap *firm performance*, sedangkan *product market competition* sebagai variabel moderasi tidak terbukti memperkuat atau memperlemah pengaruh antara *green product innovation* dengan *firm performance*.

Kata kunci : *green innovation, green product innovation, green process innovation, firm performance, product market competition.*

ABSTRACT

This study aims to find empirical evidence about the effect of green innovation on firm performance with product market competition as moderating variable. The population of this study are 1013 companies listed on the IDX during 2012-2018. The sample used is a manufacturing company that was selected using a purposive sampling method, which has been obtained by 178 companies. Data analysis in this study uses multiple linear regression and moderation regression methods, which are assisted by the SPSS program ver 26. The results of this study empirically prove that green product innovation has a positive effect on firm performance, while product market competition as a moderating variable is not proven to strengthen or weaken the influence between green product innovation and firm performance.

Key words : green innovation, green product innovation, green process innovation, firm performance, product market competition