

RINGKASAN

Penelitian ini merupakan penelitian survey kepada pemilik UMKM yang bergerak pada sektor industri kriya yang terdaftar pada PLUT-KUMKM di Kabupaten Cilacap. Penelitian ini mengambil judul: “Pengaruh *Eco-Innovation* Terhadap *Sustainability Performance* Melalui *Innovative Performance* Sebagai Variabel Mediasi”. Tujuan penelitian ini adalah untuk mengetahui pengaruh *eco-innovation* terhadap *sustainability performance* melalui *innovative performance* sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh UMKM yang berada di Kabupaten Cilacap. Jumlah responden yang diambil dalam penelitian ini adalah 106 responden. *Purposive sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data menggunakan SEM (*Structural Equation Modelling*) menunjukkan bahwa: (1) *Eco-Organization* berpengaruh negatif terhadap *Innovative performance*, (2) *Eco-Process* berpengaruh positif terhadap *Innovative performance*, (3) *Eco-Product* berpengaruh positif terhadap *Innovative performance*, (4) *Innovative performance* berpengaruh positif terhadap *Sustainability Performance*, (5) *Innovative performance* tidak memediasi pengaruh *Eco-Organization* terhadap *Sustainability Performance*, (6) *Innovative performance* tidak memediasi pengaruh *Eco-Process* terhadap *Sustainability Performance*, (7) *Innovative performance* tidak memediasi pengaruh *Eco-Product* terhadap *Sustainability Performance*.

Implikasi dalam penelitian ini yaitu dalam upaya meningkatkan *Sustainability Performance*, pemilik usaha sebaiknya memperhatikan tata kelola manajemen yang baik mulai dari mengikuti pelatihan organisasi secara internal yang berbasis pada lingkungan, meningkatkan inovasi dalam proses produksi yang lebih ramah lingkungan serta memperhatikan terkait produk yang lebih inovatif agar memiliki inovasi yang berkelanjutan yang pada akhirnya dapat menjaga keberlanjutan usaha. Upaya yang dapat dilakukan adalah dengan meningkatkan kinerja inovasi secara optimal agar dapat membantu pelaku usaha dalam mempertahankan keberlanjutan usahanya. Penelitian ini selanjutnya disarankan untuk menambah jumlah variabel lain yang belum dijelaskan dalam penelitian ini.

kata kunci: *Eco-Organization, Eco-Process, Innovative performance, Sustainability Performance, UMKM.*

SUMMARY

This study is a survey study of MSME owners engaged in the craft industry sector registered with PLUT-KUMKM in Cilacap Regency. This study takes the title: "The Effect of Eco-Innovation on Sustainability Performance Through Innovative Performance as a Mediating Variable". The purpose of this study is to determine the effect of eco-innovation on sustainability performance through innovative performance as a mediating variable. The population in this study is all MSMEs in Cilacap Regency. The number of respondents taken in this study is 106 respondents. Purposive sampling method is used in determining respondents.

Based on the results of the study and data analysis using SEM (Structural Equation Modeling) shows that: (1) Eco-Organization has a negative effect on Innovative performance, (2) Eco-Process has a positive effect on Innovative performance, (3) Eco-Product has a positive effect on Innovative performance, (4) Innovative performance has a positive effect on Sustainability Performance, (5) Innovative performance does not mediate the effect of Eco-Organization on Sustainability Performance, (6) Innovative performance does not mediate the effect of Eco-Process on Sustainability Performance, (7) Innovative performance does not mediate the effect of Eco-Product on Sustainability Performance.

The implications of this study are that in an effort to improve Sustainability Performance, business owners should pay attention to good management governance starting from participating in internal organizational training based on the environment, increasing innovation in more environmentally friendly production processes and paying attention to more innovative products in order to have sustainable innovation which can ultimately maintain business sustainability. Efforts that can be made are to improve innovation performance optimally in order to help business actors in maintaining the sustainability of their business. This study is further suggested to increase the number of other variables that have not been explained in this study.

keywords: Eco-Organization, Eco-Process, Innovative performance, Sustainability Performance, MSMEs.