

## SUMMARY

This study examines how Eco-design and Green Product Innovation influence Sustainability Performance in the product materials of Tea N Tales Artisan Tea using Resource-Based View (RBV), Natural Resource-Based View (NRBV), and Institutional Theory as a framework. The purpose of this research is to analyze the effect of Eco-design on Sustainability Performance, with Green Product Innovation serving as a mediating variable. This study adopts a developmental research approach. Data were collected through questionnaires distributed to 60 respondents that consisted of managers, employees, and the president director of Tea N Tales, with the Krejcie and Morgan sample method, from a total population of 70 individuals. A five-point Likert scale was used to measure the research indicators. The theoretical foundation of this study is supported by three major frameworks: the Resource-Based View (RBV), the Natural Resource-Based View (NRBV), and Institutional Theory. After data collection, analysis was conducted using Structural Equation Modelling with Partial Least Squares (SEM-PLS) through SmartPLS software version 4.1.1.4.

The results of the study indicate the following: (1) Eco-design has an insignificant influence on Sustainability Performance; (2) Eco-design has a positive significant influence on Green Product Innovation; (3) Green Product Innovation has a positive significant effect on Sustainability Performance; and (4) Green Product Innovation significantly mediates the positive influence of Eco-design on Sustainability Performance.

***Keywords: Eco-design, Green Product Innovation, Sustainability Performance, Indonesian Artisan Tea, SEM-PLS, Resource-Based View, Natural Resource-Based View, Institutional Theory***