

ABSTRAK

PENGARUH *GREEN INTELLECTUAL CAPITAL* TERHADAP *SUSTAINABLE COMPETITIVE ADVANTAGE* DAN *SUSTAINABLE BUSINESS PERFORMANCE* DENGAN *GREEN INNOVATION* SEBAGAI PEMEDIASI YANG DIMODERASI OLEH *GREEN KNOWLEDGE SHARING* PADA UMKM DI KOTA PEMATANGSIANTAR

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Penelitian ini bertujuan untuk mengkaji pengaruh *Green Intellectual Capital* terhadap *Sustainable Competitive Advantage* dan *Sustainable Business Performance* dengan *Green Innovation* sebagai pemediasi yang dimoderasi oleh *Green Knowledge Sharing* pada UMKM di Kota Pematangsiantar. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Structural Equation Modeling (SEM) untuk menganalisis data yang dikumpulkan dari 300 sampel UMKM sektor industri makanan dan minuman. Hasil penelitian menunjukkan bahwa *Green Human Capital* berpengaruh signifikan terhadap *Green Innovation* dan *Sustainable Competitive Advantage*, namun berpengaruh tidak signifikan terhadap *Sustainable Business Performance*. Selanjutnya, *Green Structural Capital* berpengaruh signifikan terhadap *Green Innovation* dan *Sustainable Business Performance*, namun berpengaruh tidak signifikan terhadap *Sustainable Competitive Advantage*. Kemudian, *Green Relational Capital* berpengaruh signifikan terhadap *Green Innovation*, *Sustainable Competitive Advantage*, dan *Sustainable Business Performance*. Selain itu, *Green Innovation* memediasi pengaruh *Green Intellectual Capital* terhadap *Sustainable Competitive Advantage* dan *Sustainable Business Performance*. *Green Knowledge Sharing* mampu memoderasi pengaruh *Green Innovation* terhadap *Sustainable Competitive Advantage*, namun menunjukkan hasil yang berbeda terhadap *Sustainable Business Performance*. Penelitian ini mampu memberikan kontribusi penting dalam pengembangan literatur mengenai pengelolaan UMKM yang ramah lingkungan dan berkelanjutan.

Kata Kunci : *Green Intellectual Capital, Sustainable Competitive Advantage, Sustainable Business Performance, Green Innovation, Green Knowledge Sharing, UMKM*

ABSTRACT

THE EFFECT OF GREEN INTELLECTUAL CAPITAL ON SUSTAINABLE COMPETITIVE ADVANTAGE AND SUSTAINABLE BUSINESS PERFORMANCE WITH GREEN INNOVATION AS A MEDIATOR AND MODERATED BY GREEN KNOWLEDGE SHARING IN MSMEs AT PEMATANGSIANTAR CITY

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This study aims to examine the effect of Green Intellectual Capital on Sustainable Competitive Advantage and Sustainable Business Performance with Green Innovation as a mediator and moderated by Green Knowledge Sharing in MSMEs at Pematangsiantar City. This research uses a quantitative approach with Structural Equation Modeling (SEM) method to analyze data collected from 300 samples of SMEs in the food and beverage industry sector. The results show that Green Human Capital has a significant effect on Green Innovation and Sustainable Competitive Advantage, but has no significant effect on Sustainable Business Performance. Furthermore, Green Structural Capital has a significant effect on Green Innovation and Sustainable Business Performance, but has no significant effect on Sustainable Competitive Advantage. Then, Green Relational Capital has a significant effect on Green Innovation, Sustainable Competitive Advantage, and Sustainable Business Performance. Additionally, Green Innovation mediates the influence of Green Intellectual Capital on Sustainable Competitive Advantage and Sustainable Business Performance. Green Knowledge Sharing can moderate the influence of Green Innovation on Sustainable Competitive Advantage, but shows different results on Sustainable Business Performance. This research provides significant contributions to the development of literature on environmentally friendly and sustainable of MSMEs management.

Keywords : Green Intellectual Capital, Sustainable Competitive Advantage, Sustainable Business Performance, Green Innovation, Green Knowledge Sharing, MSMEs