

ABSTRAK

PENGARUH DIMENSI *ECO-INNOVATION* TERHADAP KINERJA BISNIS *SUSTAINABLE* PADA UMKM KREATIF

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Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *eco-innovation* terhadap kinerja bisnis berkelanjutan pada UMKM kreatif. *Eco-innovation* yang meliputi produk, proses, dan organisasi lingkungan diharapkan dapat meningkatkan kinerja bisnis *sustainable*. Data dikumpulkan melalui survei terhadap pelaku UMKM kreatif di Indonesia dan diperoleh 119 data pada penelitian. Analisis data dilakukan dengan menggunakan metode regresi linier berganda untuk menguji pengaruh antar variabel. Hasil penelitian menunjukkan bahwa dimensi *eco-innovation*, baik dari sisi produk, proses, maupun organisasi, memiliki pengaruh positif dan signifikan terhadap kinerja bisnis *sustainable* UMKM kreatif. Implementasi *eco-innovation* dapat meningkatkan efisiensi operasional, mengurangi dampak lingkungan, serta memperkuat daya saing pasar. Temuan ini memberikan wawasan bagi pelaku UMKM kreatif untuk lebih memprioritaskan aspek *sustainable* dalam menjalankan bisnis mereka, seiring dengan tuntutan pasar yang semakin peduli terhadap isu lingkungan.

Kata Kunci: *Eco-Innovation*, Kinerja Bisnis *Sustainable*, UMKM Kreatif, Keberlanjutan.

ABSTRACT

THE INFLUENCE OF ECO-INNOVATION DIMENSIONS ON SUSTAINABLE BUSINESS PERFORMANCE IN CREATIVE MSMEs

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This study aims to analyze the influence of eco-innovation dimensions on sustainable business performance in creative MSMEs. Eco-innovation which includes products, processes, and environmental organizations is expected to improve sustainable business performance. Data were collected through a survey of creative MSME players in Indonesia and 119 data were obtained in the study. Data analysis was conducted using multiple linear regression methods to test the influence between variables. The results showed that the dimensions of eco-innovation, both in terms of products, processes, and organizations, have a positive and significant influence on the sustainable business performance of creative MSMEs. The implementation of eco-innovation can improve operational efficiency, reduce environmental impacts, and strengthen market competitiveness. These findings provide insights for creative MSME players to prioritize sustainable aspects in running their business, along with market demands that are increasingly concerned about environmental issues.

Keywords: *Eco-Innovation, Business Performance Sustainable, Creative MSMEs, Sustainability.*