

## ABSTRAK

### **PENGARUH *GREEN CREATIVITY* TERHADAP KINERJA BISNIS BERKELANJUTAN MELALUI *GREEN COMPETITIVE ADVANTAGE* SEBAGAI VARIABEL MEDIASI (STUDI PADA UMKM BIDANG MAKANAN DAN MINUMAN DI BANDAR LAMPUNG)**

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Penelitian ini bertujuan menganalisis pengaruh *Green Creativity* terhadap Kinerja Bisnis Berkelanjutan dengan *Green Competitive Advantage* sebagai variabel mediasi pada UMKM bidang makanan dan minuman di Bandar Lampung. Latar belakang penelitian didasarkan pada meningkatnya tuntutan praktik bisnis berkelanjutan di sektor UMKM, namun masih terdapat keterbatasan dalam menerjemahkan kreativitas hijau menjadi keunggulan kompetitif. Penelitian menggunakan pendekatan kuantitatif dengan sampel 158 pelaku UMKM kuliner yang menerapkan praktik ramah lingkungan. Data dikumpulkan melalui kuesioner skala Likert lima poin dan dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS) versi 4.0. Hasil menunjukkan *Green Creativity* berpengaruh positif signifikan terhadap Kinerja Bisnis Berkelanjutan dan *Green Competitive Advantage*. *Green Competitive Advantage* berpengaruh positif signifikan terhadap Kinerja Bisnis Berkelanjutan serta *Green Competitive Advantage* memediasi parsial pengaruh *Green Creativity* terhadap Kinerja Bisnis Berkelanjutan. Pelaku UMKM disarankan mengoptimalkan kreativitas berbasis lingkungan dan membangun keunggulan kompetitif hijau untuk meningkatkan kinerja bisnis berkelanjutan.

**Kata kunci: Kreativitas Hijau, Keunggulan Kompetitif Berkelanjutan, Kinerja Bisnis Berkelanjutan, UMKM Bidang Makanan dan Minuman**

**ABSTRACT**

***THE INFLUENCE OF GREEN CREATIVITY ON SUSTAINABLE  
BUSINESS PERFORMANCE THROUGH GREEN COMPETITIVE  
ADVANTAGE AS A MEDIATING VARIABLE (A STUDY ON FOOD AND  
BEVERAGE SMEs IN BANDAR LAMPUNG)***

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*This study aims to analyze the influence of Green Creativity on Sustainable Business Performance with Green Competitive Advantage as a mediating variable among food and beverage SMEs in Bandar Lampung. The research background is based on the increasing demand for sustainable business practices in the SME sector, yet there remain limitations in translating green creativity into competitive advantage. The study employs a quantitative approach with a sample of 158 culinary SME entrepreneurs implementing environmentally-friendly practices. A five-point Likert scale questionnaire was employed for data collection, and the data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4.0. The results indicate that Green Creativity has a significant positive influence on Sustainable Business Performance and Green Competitive Advantage. Green Competitive Advantage significantly and positively influences Sustainable Business Performance and Green Competitive Advantage partially mediates the influence of Green Creativity on Sustainable Business Performance. SME entrepreneurs are recommended to optimize environment-based creativity and build green competitive advantages to enhance sustainable business performance.*

***Keywords: Green Creativity, Sustainable Competitive Advantage, Sustainable Business Performance, Food and Beverage SMEs***