

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green market orientation* dan *digital transformation* terhadap peningkatan kinerja *green UMK*, dengan *green innovation* sebagai variabel mediasi. Data diperoleh melalui survei terhadap pelaku UMK di Provinsi Jambi yang terdaftar di Rumah BUMN yang berjumlah 188 UMK, menggunakan pendekatan kuantitatif dengan analisis SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *green market orientation* berpengaruh positif signifikan terhadap peningkatan kinerja *green UMK*, tetapi *digital transformation* berpengaruh negatif terhadap peningkatan kinerja *green UMK*. *Green market orientation* berpengaruh positif dan signifikan terhadap *green innovation*. *Green innovation* juga terbukti memainkan peran mediasi yang signifikan, menghubungkan *green market orientation* dan *digital transformation* dengan kinerja *green UMK*. Temuan ini menegaskan pentingnya integrasi strategi ramah lingkungan dan transformasi digital untuk mendukung daya saing dan keberlanjutan UMK. Penelitian ini memberikan implikasi praktis bagi pelaku UMK untuk mengintegrasikan inovasi hijau dan digitalisasi dalam strategi bisnis mereka, serta memberikan kontribusi teoritis dalam literatur keberlanjutan bisnis dan manajemen inovasi.

Kata Kunci: *Green Market Orientation, Digital Transformation, Green Innovation, Kinerja Green UMK*

ABSTRACT

This study aims to analyze the effect of green market orientation and digital transformation on improving the performance of green MSEs, with green innovation as a mediating variable. Data were obtained through a survey of MSEs in Jambi Province registered at Rumah BUMN, totaling 188 MSEs, using a quantitative approach with SmartPLS 4.0 analysis. The results showed that green market orientation has a significant positive effect on improving the performance of green MSEs, but digital transformation has a negative effect on improving the performance of green MSEs. Green market orientation has a positive and significant effect on green innovation. Green innovation is also proven to play a significant mediating role, connecting green market orientation and digital transformation with MSEs' green performance. These findings confirm the importance of integrating green strategies and digital transformation to support the competitiveness and sustainability of MSEs. This research provides practical implications for MSE actors to integrate green innovation and digitalization in their business strategies, as well as making theoretical contributions to the literature of business sustainability and innovation management.

Keywords: Green Market Orientation, Digital Transformation, Green Innovation, Green MSE Performance