

ABSTRACT

Green innovation or eco-product innovativeness is an effort that can be made by the industry in all respects, developing sustainably with the advancement of environmental aspects. Meanwhile, green performance is a performance that focuses on the use of environmentally friendly products. One of the applications of green innovation and green performance is on batik SMEs located in Purworejo Regency, Central Java. The application of green innovation is based on the environmental impact caused by the production process. In addition, the effect of green innovation is also seen on aspects of social performance and company performance.

The use of eco-product innovativeness, social, and green performance in the UMKM batik Dewa, Ngasto Tirto and Srikandi in Purworejo is still relatively ineffective, so it is necessary to assess the eco-product innovativeness, social, and green performance approach to business performances References. The purpose of this study was to determine the effect of eco-product innovativeness on business performance, green performance and social performance of the UMKM batik Dewa, Ngasto Tirto and Srikandi in Purworejo Regency. In addition, also to determine the effect of social performance and green performance on business performance.

The application of this model is identified by supply chain performance indicators with the company's supply chain processes, so that the company's performance evaluation can be carried out. The method used is a quantitative method. Primary data was collected through interviews, while secondary data was collected through questionnaires, articles, previous research, books, and reference journals related to the research topic.

In the tests conducted, there is a significant relationship between eco-product innovativeness and company performance, eco-product innovativeness and green performance, eco-product innovativeness and social performance and the relationship between green performance and business performance. Meanwhile, there is no significant relationship between social performance and business performance. The significant relationship is positive, while the insignificant relationship has a negative impact.

The results of this study are expected to be used as a reference for the business activities of the UMKM batik Dewa, Ngasto Tirto and Srikandi. In addition, this research is expected to be applied in maintaining the practice of eco-product innovativeness, green performance and social performance. Through this application, it is hoped that the company's performance will increase.

Keywords: Batik, Business Performance, Eco-Product Innovativeness, Green Performances, SMEs, Social Performance