

# Pengaruh Corporate Social Responsibility terhadap Green Innovation Melalui Green Dynamic Capability pada Usaha Kuliner di DKI Jakarta = The Influence of Corporate Social Responsibility on Green Innovation Through Green Dynamic Capabilities in Culinary Businesses in DKI Jakarta

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## Abstrak

Meningkatnya emisi karbon mengarahkan dunia pada perubahan iklim yang menjadi ancaman global bagi kehidupan manusia. Bersama dengan hal tersebut, sektor kuliner menjadi salah satu sumber emisi gas rumah kaca yang signifikan. Hal tersebut menimbulkan tuntutan dari stakeholder agar sektor bisnis lebih memperhatikan aspek sustainability dengan mengimplementasikan manajemen yang lebih ramah lingkungan, salah satunya melalui green innovation. Corporate social responsibility (CSR) merupakan salah satu faktor yang dinilai dapat meningkatkan green innovation. Namun, perbedaan hasil penelitian masih ditemukan terkait pengaruh CSR terhadap green innovation. Sehingga, hubungan keduanya masih perlu diteliti. Maka dari itu, penelitian ini bertujuan untuk meneliti pengaruh CSR terhadap green innovation. Penelitian ini juga meneliti pengaruh green dynamic capability sebagai variabel yang memediasi hubungan antara keduanya. Sampel penelitian diambil dari 108 usaha kuliner berskala kecil di DKI Jakarta. Data kemudian dianalisis menggunakan regresi linier sederhana dan uji Sobel menggunakan SPSS. Hasil penelitian menunjukkan bahwa: (1) CSR berpengaruh secara signifikan terhadap green innovation; (2) CSR mendukung green dynamic capability; (3) Green dynamic capability berpengaruh signifikan terhadap green innovation; dan (4) Green dynamic capability berperan sebagai mediator antara CSR terhadap green innovation.

.....The rise of carbon emissions is directing the world to climate change which is a global threat to human life. Along with that, the culinary sector is a significant source of greenhouse gas emissions. This raises demands from stakeholders for the business sector to pay more attention to sustainability aspects by implementing more environmentally friendly management, one of which is through green innovation. Corporate social responsibility (CSR) is considered to be one of the factors that support green innovation. However, differences in research results are still found regarding the influence of CSR on green innovation. Thus, the relationship between the two still needs to be investigated. Therefore, this study aims to examine the effect of CSR on green innovation. This study also examines the effect of green dynamic capability as a variable that mediates the relationship between the two. By surveying 108 small-scale culinary businesses in DKI Jakarta and analyzing with linear regression and the Sobel test using SPSS, this study find that: (1) CSR has a significant effect on green innovation; (2) CSR supports green dynamic capability; (3) Green dynamic capability has a significant effect on green innovation; and (4) Green dynamic capability acts as a mediator between CSR and green innovation.