

ABSTRAK

Ester Angelina Manik, NIM 7163210026. “Pengaruh *Green Product Practice*, *Learning Organization*, dan Perilaku Keuangan Sebagai Variabel *Intervening* Terhadap Kinerja Keuangan Usaha Kecil di Kota Medan”.

Kinerja keuangan merupakan ukuran umum kesehatan keuangan perusahaan yang di ukur secara subjektif (berdasarkan data historis) dari seberapa baik perusahaan dapat menggunakan aset dari model bisnis utamanya dan menghasilkan pendapatan. Penelitian ini bertujuan untuk menguji faktor yang diduga berpengaruh terhadap kinerja keuangan usaha kecil seperti *green product practice*, *learning organization*, dan perilaku keuangan. Populasi dalam penelitian ini sebanyak 71 unit usaha mabel/furniture. Sampel dalam penelitian ini diambil menggunakan tabel Cohen (1992) dengan sampel sebanyak 41 unit usaha. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis persamaan struktural (SEM) melalui bantuan aplikasi PLS.

Hasil penelitian ini menunjukkan bahwa *green product practice* dan *learning organization* berpengaruh positif dan signifikan terhadap perilaku keuangan, *green product practice* dan *learning organization* berpengaruh positif dan signifikan terhadap kinerja keuangan, perilaku keuangan berpengaruh positif dan signifikan terhadap kinerja keuangan, dan *green product practice* dan *learning organization* berpengaruh positif dan signifikan terhadap kinerja keuangan melalui perilaku keuangan sebagai variabel *intervening*.

Kata Kunci: *Green Product Practice*, *Learning Organization*, Perilaku Keuangan, dan Kinerja Keuangan

ABSTRACT

Ester Angelina Manik, NIM 7163210026. "The Influence of Green Product Practice, Learning Organization, and Financial Behavior as Intervening Variables on Small Business Financial Performance in Medan City".

Financial performance is a general measure of a company's financial health that is measured subjectively (based on historical data) of how well the company can use the assets of its main business model and generate revenue. This study aims to examine factors that are thought to affect the financial performance of small businesses such as green product practice, learning organization, and financial behavior. The population in this study were 71 furniture/mebel business units. The sample in this study was taken using Cohen's table (1992) with a sample of 41 business units. The data analysis technique used in this research is structural equation analysis (SEM) through the help of the PLS application.

The results of this study indicate that green product practice and learning organization have a positive and significant effect on financial behavior, green product practice and learning organization have a positive and significant effect on financial performance, financial behavior has a positive and significant effect on financial performance, and green product practice and learning organization positive and significant effect on financial performance through financial behavior as an intervening variable.

Keywords : Green Product Practice, Learning Organization, Behavior Finance, and Performance Finance