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Tembusan:  
- Arsip.



## **PRODUCT INNOVATION BASED ON MARKET-ORIENTATION TO INCREASE ENVIRONMENTAL SUSTAINABILITY\***

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### **Abstract**

Environmental sustainability is described as accountable relations with the environment to evade depletion or degradation of natural resources and permit long-term ecological quality. This research objective is to evaluate the impact of product innovation and market orientation on environmental sustainability as well as performance of the banking markets in Indonesia. The methodology utilizes a causal investigating approach by a quantitative method. The sampling technique employed was a stochastic sampling approach. The number of respondents was evaluated employing the Slovin formula with a significance level of 10%. This study involved 50 banks consisting of 99 respondents. Data was obtained by giving a questionnaire. This study uses a Linkert scale in measuring variables. The analytical tool used is the path analysis technique with the Lisrel 8.54 software. The results showed a significant positive direct impact of market orientation on product innovation and environmental sustainability. Product innovation has a positive direct impact on environmental sustainability and, consequently, on the banking business.

*Keywords:* business performance, banking industries, environmental sustainability, market orientation, product innovation

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### **1. Introduction**

Product innovation and market orientation towards environmental sustainability can be better developed without being forcibly undermined by a change in the resources to which the

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