



UNIVERSITAS BHAYANGKARA JAKARTA RAYA
FAKULTAS EKONOMI DAN BISNIS

Kampus I : Jl. Harsono RM No. 67 Ragunan Pasar Minggu, Jakarta Selatan
Kampus II : Jl.Raya Perjuangan, Bekasi Utara Telp : 021. 88955882
Website: www.ubharajaya.ac.id

SURAT KETERANGAN

Nomor: SKET/228/III/2023/FEB-UBJ

Yang bertandatangan dibawah ini :

Nama : Dr. Tutty Nuryati, S.E., M.Ak.
NIP : 2207562
Jabatan : Wakil Dekan II Fakultas Ekonomi dan Bisnis

Dengan ini menerangkan bahwa nama :

1. Nama : Dr. Ir. Raden Achmad Harianto, M.M.¹
NIDN : 0418045804
Jabatan : Dosen Tetap Prodi Magister Manajemen
2. Nama : Dr. Zahara Tussoleha Rony, S.Pd., M.M.¹
NIDN : 0304116501
Jabatan : Dosen Tetap Prodi Magister Manajemen
3. Nama : Dr. Faroman Syarief, S.E., M.M.²
NIDN : 0405095803
Jabatan : Dosen Tetap Prodi Manajemen
4. Nama : Dra. Rini Wijayaningsih, M.M.³
NIDN : 0328056302
Jabatan : Dosen Tetap Prodi Manajemen

Adalah benar sebagai sebagai Penulis pada *Procedia Environmental Science, Engineering and Management* dengan judul "**Product Innovation Based on Market-Orientation to Increase Environmental Sustainability**" telah terbit pada Volume 9, Nomor 2, ISSN : 2392-9545, tahun 2022.

Demikian surat keterangan ini dibuat, agar dapat dipergunakan sebagaimana mestinya.

Jakarta, 10 Maret 2023

A.n. DEKAN FAKULTAS EKONOMI DAN BISNIS
WADEK II



Dr. Tutty Nuryati, S.E., M.Ak.
NIP: 2207562

Tembusan:
- Arsip.

Procedia Environmental Science, Engineering and Management 9 (2022) (2) 309-318

International Congress on Agriculture, Environment and Allied Sciences,
24-25 December, 2021, Istanbul, Turkey

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

Raden Achmad Harianto^{1}, Zahara Tussoleha Rony¹, Faroman Syarief²,
Rini Wijayaningsih³, Budi Santoso⁴**

¹*Department of Management, Universitas Bhayangkara Jakarta Raya, South Jakarta,
Jakarta 12550, Indonesia*

²*Department of Computerized Accounting, Universitas Bhayangkara Jakarta Raya,
South Jakarta, Jakarta 12550, Indonesia*

³*Department of Economic Management, Universitas Bhayangkara Jakarta Raya, South Jakarta,
Jakarta 12550, Indonesia*

⁴*Indonesian Airforce Academy, Sleman, Yogyakarta 55281, Indonesia*

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

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

* Selection and peer-review under responsibility of the AEAS Scientific Committee and Organizers

** Corresponding author email: raden.achmad@dsn.ubharajaya.ac.id