

**THE EFFECTS OF DRIVERS OF INNOVATION
ON ECO-INNOVATION AND SUPPLY CHAIN
PERFORMANCES: AN EMPIRICAL STUDY IN
MANUFACTURING INDUSTRY IN KOTA
KINABALU, SABAH**

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ABSTRACT

The purpose of this study is to investigate whether the drivers of innovation are also able to influence the eco-innovation which in turn, affects the supply chain performance. This study also examined the mediating effect of eco-innovation on the relationship between the drivers of innovation and supply chain performance. In this study, the drivers of innovation consists of value co-creation, embedded operant resources, resource integration and value constellation. As this study was done using the industry analysis, this study focuses on the manufacturing company in Kota Kinabalu. This study were participated by 143 respondents. The respondents were among the Managers and Executives of Purchasing Departments. Specifically, the questionnaires were distributed to 102 companies listed in Sabah Trade List. However, only 89 companies had responded. Smart PLS (Partial Least Square) Version 2.0 as used to examine measurement of the model and structural model. The result revealed that among the drivers of Innovation that affect eco-innovation were embedding operant resources, resources integrations and value constellation excluding the value co-creation. The analysis also revealed that all drivers of innovations and eco-innovations have direct effects on the supply chain performances. Mediating analysis revealed eco-innovation only mediates relationship between embedding operant resources and value constellation with supply chain performance.

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji sama ada pemandu Inovasi mampu untuk memandu Eco-Inovasi dan mempunyai effect terhadap Prestasi Rantaian Bekalan. Kajian ini meneliti kesan pengantaraan eko-inovasi terhadap hubungan pemandu innovasi serta prestasi rantaian bekalan. Dalam kajian ini juga, pemandu inovasi terdiri daripada nilai ciptaan bersama, penerapan sumber operan, integrasi sumber-sumber dan gugusan nilai. Kajian ini telah dijalankan dengan menggunakan analisis industri, kajian ini memberi tumpuan kepada syarikat pengilangan di Kota Kinabalu. Kajian ini telah disertai oleh 143 responden. Responden adalah terdiri daripada Pengurus dan Eksekutif Bahagian Pembelian material. Secara khususnya, soal selidik telah diedarkan kepada 102 syarikat yang tersenarai di Sabah Trade Centre. Walau bagaimanapun, hanya 89 syarikat telah memberi respon. Smart PLS (Partial Least Square) versi 2.0 telah digunakan untuk mengukur model dan struktur model dalam kajian ini. Hasilnya membuktikan bahawa di antara pemandu inovasi yang memberi kesan eko-inovasi adalah penerapan sumber operan, integrasi sumber-sumber dan gugusan nilai tidak termasuk nilai ciptaan bersama. Analisis ini juga mendedahkan bahawa semua pemandu inovasi dan eko-inovasi mempunyai kesan langsung ke atas rantaian persembahan bekalan. Analisis pengantara membuktikan bahawa eco-inovasi hanya menjadi pengantara hubungan penerapan sumber operan dan gugusan nilai dengan prestasi rantaian bekalan.