

The Mediating Effect of Eco-Innovation on the Influence of Firm's Capability and Market Pressure to Firm Performance.

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- **Abstract:** This study aimed to determine the effect of internal and external factors on firm performance through eco-innovation. This research is a quantitative descriptive study with associative research methods and explanatory research. Data collected through a survey by questionnaires. There are 113 companies at PT. Surabaya Industrial Estate Rungkut area as a sample. Data analysis in this study uses Structural Equation Modeling (SEM) with the Partial Least Square approach using the WarpPLS application. The results show that eco-innovation mediates the influence of firm's capability and market pressure on firm performance.
- **Keywords:** WarpPLS application, Structural Equation Modeling, quantitative descriptive study