

THE IMPACT OF GO GREEN OPERATIONAL IMPLEMENTATION ON THE PERFORMANCE OF MSMEs IN MARTAPURA

^{1*}Wahyudi, ²Hidayatullah As-Syahri, ³Muhammad Saufi, ⁴Andika Jaya Maulana,
⁵Rinto Widyanto

Borneo Lestari University, South Kalimantan, Indonesia
wahyudinabil9@gmail.com

ABSTRACT

The surge in global awareness regarding environmental sustainability has driven the integration of Go Green principles into business operations. In Indonesia, the Micro, Small, and Medium Enterprises (MSMEs) sector is a crucial economic pillar, yet the adoption of environmentally friendly practices in this sector still faces various challenges. This study aims to analyze the impact of Go Green operational implementation on the performance of MSMEs in Martapura, Banjar Regency, focusing on financial, operational, and social aspects. Martapura was selected as the research location due to its significant MSME population of 67,258 units, particularly in the gemstone craft, trade, and agriculture sectors, which still struggle with energy efficiency and waste management issues. This study employs a mixed-methods approach to provide a comprehensive overview. Quantitative data were collected through a survey of 30 MSMEs selected via purposive sampling, while qualitative data were gathered through in-depth interviews with business owners. The linear regression analysis results indicate a strong and positive relationship between Go Green implementation and MSME performance, with an r -value of 0.738. The r -Square value of 0.545 demonstrates that 54.5% of the variation in MSME performance can be explained by the Go Green operational implementation factor. Specifically, every one-unit increase in Go Green implementation improves performance by 0.450 units. Qualitative findings reveal that the primary benefits perceived by entrepreneurs are long-term operational cost savings through resource efficiency and an enhanced business reputation among environmentally conscious consumers. However, the main obstacles faced include high initial investment costs, difficulty accessing affordable eco-friendly raw materials, and a lack of policy support and training from the government. This research recommends the need for more extensive education, fiscal incentives, and strengthened collaboration networks among MSMEs to optimize the transition toward sustainable business practices in Martapura.

Keywords: Go Green, MSMEs, Business Performance

INTRODUCTION

In recent decades, awareness of the importance of environmental sustainability has increased worldwide. (Susanti et al., 2023) One initiative that has gained global attention is the Go Green concept, which refers to a series of actions and policies aimed at reducing negative impacts on the environment and introducing sustainability principles into business operations. The implementation of Go Green in business includes reducing carbon emissions, improving waste management, using

renewable energy, and reducing excessive consumption of natural resources. This concept is not only important from an environmental perspective, but also has a significant impact on the economy, both in terms of reducing long-term operational costs and improving the company's image in the eyes of consumers who are increasingly aware of environmental issues.

The adoption of Go Green principles by large companies has provided a clear example of how companies can grow by integrating sustainability into their

operations.(Airawaty et al., 2025)However, in Indonesia, one sector that has received less attention regarding Go Green implementation is the Micro, Small, and Medium Enterprises (MSMEs) sector. In fact, the MSME sector is a crucial pillar of the Indonesian economy, including in areas like Martapura. MSMEs play a crucial role in creating jobs, reducing unemployment, and increasing community income. However, many MSMEs still face various challenges that hinder their development, one of which is the low level of adoption of environmentally friendly business practices.

Go Green in the context of MSMEs is not only about reducing environmental impact, but also becomes a tool to increase

operational efficiency and competitiveness.(Bratamangala & Hendayana, 2024)In Martapura, a city known for its trade, gemstone crafts, and agricultural products, MSMEs play a vital role in the local economy. However, despite their significant contribution to the economy, many have yet to fully adopt Go Green practices, either due to a lack of knowledge, perceived high costs, or limited infrastructure.

MSMEs in Martapura have significant growth potential, but they face various challenges that can hinder their growth. Among the biggest challenges are environmental issues and operational inefficiencies.

Table 1. Data on MSMEs in Martapura, Banjar Regency

NO	KABUPATEN	KECAMATAN	JUMLAH USAHA MIKRO
1	BANJAR	ALUH-ALUH	5,868
2	BANJAR	ARANIO	541
3	BANJAR	ASTAMBUL	7,391
4	BANJAR	BERUNTUNG BARU	2,128
5	BANJAR	CINTAPURI DARUSSALAM	816
6	BANJAR	GAMBUS	3,981
7	BANJAR	KARANG INTAN	5,182
8	BANJAR	KERTAK HANYAR	2,069
9	BANJAR	MARTAPURA	17,659
10	BANJAR	MARTAPURA BARAT	3,636
11	BANJAR	MARTAPURA TIMUR	5,159
12	BANJAR	MATARAMAN	2,542
13	BANJAR	PARAMASAN	286
14	BANJAR	PENGARON	1,446
15	BANJAR	SAMBUNG MAKMUR	221
16	BANJAR	SIMPANG EMPAT	1,880
17	BANJAR	SUNGAI PINANG	444
18	BANJAR	SUNGAI TABUK	3,551
19	BANJAR	TATAH MAKMUR	2,274
20	BANJAR	TELAGA BAUNTUNG	184
	TOTAL		67,258

Source: Martapura Cooperative Service

Many MSMEs in Martapura still use fossil fuels for their production processes, neglect waste management, and overuse natural resources. These practices not only harm the environment but also increase production costs and reduce MSME competitiveness, especially in a market increasingly aware of the importance of

sustainability. This is becoming increasingly problematic as the international community adopts stricter sustainability standards, which could impact export opportunities for MSME products in Martapura.

In this context, implementing Go Green operations can be a solution that not

only benefits the environment but also improves the performance of MSMEs. Applying Go Green principles can reduce operational costs, through things like energy savings, more efficient waste management, and the use of more environmentally friendly raw materials.(Utomo et al., 2022). Furthermore, with consumers increasingly concerned about environmental issues, MSMEs that adopt Go Green have the potential to increase the appeal of their products in both domestic and international markets. However, implementing Go Green also requires addressing existing obstacles, such as higher initial costs, limited knowledge, and lack of access to environmentally friendly technologies.

Given this situation, this study aims to analyze the impact of Go Green operational implementation on the performance of MSMEs in Martapura. MSME performance is measured across several aspects, including operational efficiency, profitability, and market competitiveness. The implementation of Go Green can be a profitable strategy for MSMEs, especially in facing current challenges.(Harto et al., 2024)Therefore, it is important to understand more deeply how implementing Go Green can help address the problems faced by MSMEs and improve their performance.

In this study, the authors will further explore how the Go Green concept is implemented in the operations of MSMEs in Martapura, and how this can affect their overall performance. This study will involve a mixed-methods approach that combines quantitative and qualitative data to provide a more comprehensive picture of the impact of Go Green implementation on MSMEs. Furthermore, this study will also provide insights into the challenges and opportunities faced by MSMEs in implementing sustainability principles, as well as recommendations to facilitate the implementation of Go Green in their operations.

To further illustrate the condition of MSMEs in Martapura, based on data from

the Central Statistics Agency (BPS) of Banjar Regency, the number of MSMEs in Martapura has increased significantly in recent years. In 2020, there were approximately 20,000 MSMEs in Martapura, contributing approximately 60% of Banjar Regency's gross regional domestic product (GRDP).(One Data Banjar Regency, 2025)The majority of MSMEs in Martapura operate in the trade, crafts, and agriculture sectors. However, despite their large number, many still operate in inefficient and environmentally unfriendly ways.

Many MSMEs in the gemstone craft sector in Martapura use hazardous chemicals in the cleaning and processing of stones, potentially polluting the environment. Furthermore, the agricultural sector around Martapura also faces problems related to the excessive use of pesticides and chemical fertilizers, which not only damages soil and water but also impacts public health and the sustainability of agricultural products. This demonstrates an urgent need to raise awareness of the importance of implementing Go Green practices among MSMEs in Martapura.

Furthermore, there are significant challenges in terms of knowledge and access to environmentally friendly technologies. Many MSMEs lack sufficient knowledge about ways to reduce the environmental impact of their operations.(Dwitasari et al., 2025). Furthermore, while some green solutions can reduce long-term costs, the initial cost of adopting green technologies remains a significant barrier, especially for MSMEs with limited funds and access to green financing.

Another challenge is the lack of support from the government and the private sector in terms of coaching and training for MSMEs on Go Green. While some government support programs exist, they are not yet widespread enough, and not all MSMEs have equal access to them.(Hakim et al., 2024)Therefore, this study also aims to explore policies and support programs

that can accelerate the implementation of Go Green among MSMEs in Martapura.

This research is expected to provide a clear picture of how Go Green principles can be applied in the operations of MSMEs in Martapura and positively impact their performance. This research is also expected to provide recommendations for stakeholders, including the government, the private sector, and MSME associations, to design policies and programs that better support the implementation of Go Green among MSMEs in this area. Thus, MSMEs in Martapura will not only become more efficient and environmentally friendly, but also can increase their competitiveness in domestic and international markets.

LITERATURE REVIEW

The Concept of Go Green and Sustainability

Go Green in business operations refers to the implementation of strategies and practices that focus on reducing negative impacts on the environment through changes in the way a company operates.(Siahaya, 2024)This concept involves various efforts aimed at minimizing the use of non-renewable natural resources, reducing carbon emissions, and optimizing waste management to be more environmentally friendly. In a business context, the implementation of Go Green encompasses various policies and actions, such as the use of renewable energy, effective waste management, environmentally friendly product design, and the adoption of technologies that reduce carbon footprints. The goal is to create more efficient, sustainable operations that have a positive impact on the environment, while maintaining or even improving the company's economic performance.

In business operations, going green is not only seen as a social or ethical responsibility, but also as a strategic step that can bring long-term benefits. Companies that implement green principles often experience various benefits, such as cost savings through energy and material

efficiency, an enhanced brand image that is more environmentally conscious, and greater appeal to consumers who are increasingly concerned about sustainability.(Taali et al., 2024)In an era of increasing awareness of the importance of environmental issues, Go Green has also become a significant differentiator in increasing business competitiveness. Furthermore, with increasing government regulations regarding environmental conservation, many companies feel compelled to adopt Go Green principles as part of their compliance with applicable regulations.

The concept of sustainability in management and economics refers to efforts to achieve a balance between economic, social and environmental goals.(Fahrurrozi et al., 2025)Sustainability aims to ensure that the needs of the present can be met without compromising the ability of future generations to meet their own needs. In a management context, the concept of sustainability emphasizes the importance of efficient resource management, environmentally friendly innovation, and the creation of long-term, sustainable value. Economically, sustainability involves growth that is not only financially profitable but also has a positive impact on society and the environment. This means that companies are expected to pursue more than just profit, but also create social and environmental value that benefits all parties involved, from stakeholders to the wider community.

As a concept, sustainability is often represented by an approach known as the Triple Bottom Line (TBL), which encompasses three main pillars: profit, people, and planet. The profit pillar refers to achieving profitable economic outcomes, which are the foundation of a company's sustainability.(Wafiq et al., 2024)The people pillar emphasizes corporate social responsibility, namely how a business contributes to the well-being of employees, surrounding communities, and other stakeholders. Meanwhile, the planet pillar focuses on environmental sustainability,

namely how a company manages the impact of its operations on nature and natural resources. These three pillars are interconnected and must be considered in a balanced manner, as focusing on one aspect alone can neglect the others and lead to detrimental imbalances in the long term.

The implementation of Go Green in MSMEs (Micro, Small, and Medium Enterprises) in Indonesia, particularly in areas like Martapura, demonstrates that sustainability can be achieved even with limited resources. MSMEs in Indonesia play a vital role in the national economy, yet they often face challenges related to implementing sustainability principles.(Krisna, 2024)However, several studies show that a growing number of MSMEs are beginning to recognize the importance of implementing Go Green practices as part of their business strategy. This is evident in their efforts to use environmentally friendly raw materials, reduce waste, and utilize renewable energy.

A study by(Fole et al., 2025)showed that the implementation of Go Green practices can have a positive impact on the performance of MSMEs, both in terms of operational efficiency and customer satisfaction. They revealed that MSMEs that adopt Go Green principles tend to be more efficient in the use of energy and raw materials, which ultimately reduces production costs and increases profitability. In addition, consumers today increasingly value the importance of environmentally friendly products, which is a reason for MSMEs to switch to Go Green practices to strengthen their position in the market. However, there are also challenges faced by MSMEs in implementing the Go Green concept. Research by(Hidayat et al., 2024)found that limited knowledge and resources are major barriers for many MSMEs in adopting Go Green practices. Many MSMEs feel that implementing Go Green requires significant investment, particularly in technology and training. However, several studies show that with the support of government policies and access

to funding or training programs, MSMEs can gradually begin to integrate Go Green principles into their operations.

Many MSMEs do not know how to manage waste effectively or how to utilize renewable energy at low cost.(Rahayu et al., 2022). In fact, implementing Go Green principles in MSMEs can improve operational efficiency, reduce production costs, and create a positive image that can attract more customers. Therefore, outreach and educational programs are key to helping MSMEs understand the Go Green concept and implement it in their operations.

Overall, the implementation of Go Green in MSMEs in Martapura shows that despite the challenges, there are significant opportunities for MSMEs to achieve economic and social benefits by implementing sustainability principles. With increasing awareness of the importance of sustainability and with appropriate policy support, MSMEs can play a significant role in realizing sustainable economic development. Therefore, this study focuses on exploring how the implementation of Go Green operations can contribute to the performance of MSMEs in Martapura, taking into account the existing challenges and opportunities, as well as its impact on environmental sustainability and the local economy.

The references used in this study on Go Green and sustainability include various articles and books discussing the application of sustainability concepts in the business world, particularly at the MSME level. Previous studies provide a strong foundation regarding the relationship between sustainability and improved MSME performance, as well as providing an overview of the challenges MSMEs face in integrating Go Green principles into their businesses. Drawing on these research findings, it is hoped that the study conducted in Martapura can make a significant contribution to the development of more sustainable MSMEs in the future.

Benefits of Go Green for MSMEs

Adopting Go Green principles in MSMEs provides a number of significant benefits. (Marlina et al., 2025) stated that implementing Go Green can reduce business operational costs, such as energy and raw material costs, by optimizing resource use and reducing waste. In this way, MSMEs not only contribute to environmental preservation but also increase production efficiency and reduce unnecessary expenses. Furthermore, (Hasanah et al., 2025) emphasized that MSMEs that adopt Go Green practices often enjoy an improved corporate image among consumers. Consumers are increasingly aware of the importance of environmental sustainability and tend to support businesses committed to responsible natural resource management.

MSME Performance

The performance of Micro, Small and Medium Enterprises (MSMEs) is a measure used to assess the extent to which a business is able to operate effectively, efficiently and profitably in order to meet the goals that have been set. (Respatiningsih, 2019). MSMEs play a vital role in the economy, not only in Indonesia but also in many countries around the world. MSMEs contribute to job creation, poverty alleviation, and strengthening national economic competitiveness. Therefore, understanding and measuring MSME performance is crucial in determining the sustainability and development of this sector.

In general, MSME performance can be measured from several dimensions, which include financial, operational and social aspects. (Islami et al., 2017) The financial aspect refers to the extent to which MSMEs can generate profits and earn stable income. Good financial management directly impacts the survival of MSMEs and their ability to grow. In this context, frequently used financial performance indicators are profitability, cash flow, financial ratios, and revenue growth. MSMEs with strong financial performance can easily access capital, invest in product development, and expand their markets.

In addition to financial aspects,

operational performance is also a crucial factor in assessing MSME performance. Operational performance encompasses the efficiency and effectiveness of business processes, including production, human resource management, supply chain management, and product and service quality management. The more efficient a business's operations, the greater its potential for reducing costs and increasing profit margins. (Fitri et al., 2019). Successfully managing operations optimally will also impact customer satisfaction, which in turn can increase loyalty and expand market share.

The social performance of MSMEs, while often overlooked in traditional measures, is increasingly recognized as a crucial aspect in assessing a business's success. Social performance refers to the contribution of MSMEs to their communities and the surrounding environment. (Sholihah et al., 2024) This aspect can include the application of corporate social responsibility (CSR) principles, ethical business practices, and empowerment of local communities. Good social performance not only positively impacts society but can also enhance a company's reputation and image, ultimately potentially supporting long-term business sustainability.

In the context of this research, the performance of MSMEs in Martapura will be measured by considering three aspects: financial, operational, and social. Quantitative data will be collected through a survey measuring variables such as profitability, operational efficiency, and CSR programs implemented by MSMEs. Meanwhile, qualitative data will be obtained through interviews with MSMEs to explore their understanding of the social impact of their operations and the challenges they face in achieving optimal performance.

The Impact of Go Green on MSME Performance

The implementation of Go Green principles, or sustainability, in business operations is increasingly becoming a major

concern in the modern business world. Go Green refers to a series of practices undertaken to minimize negative impacts on the environment, such as reducing carbon emissions, better waste management, the use of renewable energy, and efforts to reduce the use of environmentally unfriendly raw materials.(Nugraha et al., 2024). The implementation of this concept not only has a positive impact on the environment but can also contribute to improving business performance, both financially, operationally, and socially.

One of the theories that connects Go Green with business performance is the Triple Bottom Line (TBL) Theory.(Michael et al., 2019)This theory was first introduced by John Elkington in 1994, emphasizing the importance of companies pursuing not only economic profit but also social (people) and environmental (planet) impacts in their operations. In the context of MSMEs, the implementation of Go Green can be interpreted as an effort to achieve a balance between financial profit, social sustainability, and environmental protection. According to this theory, companies that are able to integrate these three dimensions in their operations will not only gain environmental and social benefits but also increase their competitiveness and long-term profitability.

The implementation of Go Green can influence the performance of MSMEs through several channels.(Duwina et al., 2025). Financially, while implementing Go Green often requires significant initial investment, in the long term, environmentally friendly practices can reduce operational costs. For example, the use of renewable energy can reduce electricity costs, while efficient waste management can reduce waste disposal costs and minimize the risk of increasingly stringent environmental regulations. Furthermore, environmentally friendly products or those produced with sustainability principles are increasingly in demand by environmentally conscious consumers, which can open up new market

opportunities for MSMEs.

From an operational perspective, going green can increase efficiency and productivity. The application of green technology in production processes or resource management can reduce raw material waste and optimize production processes.(Bahara et al., 2015)This not only improves product quality but also speeds up production times, which in turn increases customer satisfaction. Better resource management also means MSMEs can be more responsive to market changes and adapt to government policies that increasingly support environmentally friendly practices.

From a social perspective, the implementation of Go Green can improve the image and reputation of MSMEs in the eyes of the public.(Aziz et al., 2024)In an era where consumers are increasingly concerned about sustainability, companies that demonstrate a commitment to social and environmental responsibility will be more valued. This can lead to increased customer loyalty and public trust, which in turn can increase sales and expand market share.

There are several case studies that demonstrate the relationship between Go Green implementation and positive business performance. For example, research conducted by(Tang et al., 2012)shows that companies that implement environmentally friendly policies tend to experience improved financial performance, especially in the long term, due to reduced operational costs and increased demand for their products. Other research by(Bukran et al., 2024)revealed that MSMEs that adopt sustainability principles, such as waste reduction and renewable energy use, tend to be more innovative and efficient in their production processes. These studies show that while implementing Go Green requires initial costs, the long-term benefits are far greater, both in terms of cost savings, improved product quality, and gaining market trust.

In Indonesia, research by Suryana (2019) on MSMEs in the manufacturing

sector in Jakarta showed that implementing Go Green can increase MSME competitiveness, especially in the international market. MSMEs that adopt higher environmental standards have proven more attractive to foreign consumers who are increasingly concerned about the sustainability of the products they purchase. Therefore, Go Green can not only improve MSME performance in the domestic market but also open up broader export opportunities.

Overall, the impact of Go Green on MSME performance is complex and dependent on various factors, such as the type of business, the level of green technology adoption, and the entrepreneur's commitment to sustainability. While challenges remain in implementing Go Green, such as limited resources and knowledge, the long-term benefits MSMEs can gain through increased operational efficiency, reduced costs, and enhanced social reputation are significant.

This study aims to further explore the impact of Go Green operational implementation on the performance of MSMEs in Martapura, focusing on financial, operational, and social aspects. Through a mixed-methods approach, this study is expected to provide a more comprehensive picture of the challenges and opportunities faced by MSMEs in adopting sustainability principles and their impact on their performance.

Challenges in Implementing Go Green in MSMEs

Despite its many benefits, implementing Go Green in MSMEs also faces various challenges. Obermiller & Spangenberg (2000) point out that one of the main challenges is limited financial resources and knowledge about effective environmentally friendly practices. Many MSMEs have limited budgets, making it difficult to implement more environmentally friendly technologies or initiatives.

Furthermore, Guthrie et al. (2009) argue that a lack of understanding of the concept of

sustainability and the long-term benefits of going green makes many MSMEs hesitant to invest in environmentally friendly practices. They often don't see a direct link between reducing environmental impact and increasing long-term profitability.

The government plays a crucial role in encouraging MSMEs to adopt Go Green practices. Reid & Sanders (2008) note that policies and regulations that support the implementation of environmental standards can provide incentives that encourage MSMEs to shift to more sustainable practices. These incentives can take the form of financial assistance, subsidies for environmentally friendly technology, or training to increase the capacity of MSMEs to implement Go Green practices.

In Indonesia, for example, the government has launched several environmental management policies that also benefit MSMEs. Perry (2017) noted in his research that MSMEs that successfully adopt Go Green principles often receive support in the form of training or access to a wider market, and have the potential to receive tax incentives or financial assistance for investment in environmentally friendly technologies.

METHODS

This study aims to explore the impact of Go Green operational implementation on the performance of MSMEs in Martapura, Banjar Regency, using a mixed methods methodology approach, which combines qualitative and quantitative research. This approach was chosen because it can provide a comprehensive overview of the research topic. Quantitative research allows for clear and objective measurement of variables, while qualitative research can explore the deeper meanings, experiences, and perceptions of MSME actors. The combination of these two methods will allow researchers to see the relationship between the implementation of Go Green principles and MSME performance in a more holistic and contextual manner.

A mixed method research design is the right choice for this study because it

combines both approaches to enrich the research results. Quantitative research in this context will be used to measure and test variables related to MSME performance and Go Green implementation. This quantitative method provides a clear statistical picture of the impact of Go Green on MSME performance, such as increased efficiency, cost savings, and improved corporate reputation. Quantitative data were obtained through a survey designed using an appropriate measurement scale, such as the Likert scale, to assess the extent to which MSMEs in Martapura implement Go Green operations and the extent of its impact on their performance.

Meanwhile, a qualitative approach is used to gain a deeper understanding of how MSME entrepreneurs in Martapura respond to the implementation of Go Green and the challenges they face in implementing the policy. In-depth interviews with MSME owners or managers will be conducted to obtain their views on the benefits and challenges they experience in integrating Go Green into their operations. With this approach, this study not only obtains numerical data that can be analyzed statistically, but also insights into the social, economic, and cultural contexts that influence Go Green implementation at the micro level, namely at the MSME level.

The reasons for choosing this mixed methods approach include obtaining more valid and reliable data from multiple perspectives. This approach offers the advantage of complementing the results of both methods, where qualitative data enriches and provides deeper context for the quantitative analysis. Furthermore, this approach allows researchers to assess the strength of Go Green's influence on MSME performance based on numerical data, while qualitative interviews can explore factors that may not be revealed in quantitative surveys, such as cultural factors and the personal perceptions of MSME actors.

Martapura, Banjar Regency, was chosen as the research location because it is an area that has great potential in developing

MSMEs, with a fairly large number of MSMEs, namely around 67,258 MSMEs spread across various sectors. (One Data Banjar Regency, 2025) The city faces challenges in improving the performance of MSMEs and still needs to increase awareness and implementation of sustainability principles. Therefore, this research is highly relevant in helping MSMEs in Martapura better understand and implement the Go Green concept in their operations, which is expected to improve their performance both financially, socially, and environmentally.

This exploratory descriptive study aims to describe in detail the implementation of the Go Green concept in MSMEs, identify the challenges faced, and evaluate its impact on business performance and sustainability. A descriptive approach was used to collect in-depth data on environmentally friendly practices implemented by MSMEs, while an exploratory approach was used to discover little-known relationships related to the influence of Go Green on MSMEs.

The population in this study is all MSMEs in Martapura, Banjar Regency, which totals 67,258 business units. This population covers various business sectors, ranging from trade, industry, services, to handicrafts. This study will take a sample of 30 MSMEs as a representation of the population in Martapura. This sample selection was carried out using a purposive sampling technique, namely a sampling technique based on certain criteria relevant to the research objectives. In this case, the selected sample is MSMEs that have implemented several Go Green principles in their operations, or at least plan to do so.

Purposive sampling was chosen because this study wanted to focus on MSMEs with direct experience in implementing Go Green, thus providing more relevant and in-depth information related to the research topic. Furthermore, this technique also allows researchers to select samples based on specific criteria, such as business size, industrial sector, or

product type, which can provide a more varied view of the implementation of Go Green in various types of MSMEs. With a sample size of 30 MSMEs, it is expected that the data obtained is representative enough to describe the general condition and provide in-depth insight into the influence of Go Green on the performance of MSMEs in Martapura.

Data collection in this study was conducted using two methods, namely quantitative and qualitative methods. For the quantitative method, researchers will use a survey equipped with a questionnaire specifically designed to measure the extent of the implementation of Go Green principles in Martapura MSMEs and its impact on their performance. This questionnaire consists of several sections, including a section that measures the implementation of Go Green operations, namely the use of renewable energy, waste management, resource efficiency, and so on, as well as a section that measures MSME performance, increased sales, reduced operational costs, and customer satisfaction. The questionnaire was distributed to respondents who were owners or managers of MSMEs selected as a sample.

Qualitative data was obtained through in-depth interviews with MSME owners or managers involved in the study. These interviews aimed to gain in-depth information about the Go Green implementation process, the challenges faced in its implementation, and the changes that occurred after the implementation of Go Green principles. The interviews also explored entrepreneurs' views and perceptions regarding the long-term benefits of Go Green implementation in improving their business competitiveness and performance. This qualitative data collection was conducted directly using semi-structured interviews, where researchers had flexible interview guidelines that remained focused on the main research topic.

The instruments used in this study consisted of two types: a questionnaire for

quantitative data collection and an interview guide for qualitative data collection. The questionnaire used for the survey contained a series of questions aimed at measuring variables related to Go Green implementation and MSME performance. The measurement scale used in the questionnaire was a 5-point Likert scale, which allowed respondents to rate various statements related to Go Green implementation, ranging from strongly disagree to strongly agree. Furthermore, the questionnaire also included open-ended questions that allowed respondents to provide more detailed answers regarding their experiences.

A semi-structured interview guide was developed to ensure that the questions were relevant and aligned with the research objectives, while still allowing respondents the flexibility to share their experiences and opinions more openly. The interview guide included questions about obstacles encountered in implementing Go Green, changes experienced by MSMEs, and their expectations regarding policy support from the government or other institutions to implement Go Green principles more effectively.

Data analysis in this study uses two different techniques for quantitative and qualitative data. For quantitative data, analysis is conducted using appropriate statistical tests. One technique that will be used is linear regression to examine the relationship between Go Green implementation and MSME performance, as well as to test the extent of influence of Go Green variables on MSME performance. Furthermore, a t-test or correlation test will be used to analyze differences or significant relationships between various factors affecting MSME performance after Go Green implementation. This quantitative data will be analyzed using statistical software such as SPSS or similar applications.

For qualitative data, analysis was conducted using thematic analysis techniques. In this technique, recorded and

transcribed interviews were analyzed to identify key themes related to Go Green implementation and its impact on MSME performance. Thematic analysis allows researchers to organize interview data into relevant categories and draw conclusions based on emerging patterns. Furthermore, content analysis can also be used to dig deeper into the narratives or stories shared by MSME entrepreneurs regarding the challenges and opportunities they face in implementing Go Green. By using these two analytical techniques, this study is expected to provide a more comprehensive understanding of the impact of Go Green implementation on MSME performance in Martapura, both from a numerical and statistical perspective and from the perspective of the experiences and perceptions of entrepreneurs.

Table 1. Respondent characteristics based on business type, business scale, and entrepreneur background.

No	Respondent Characteristics	Amount	Percentage (%)
Type of business			
1	Handycrafts	8	26.7
2	Food and Drink	7	23.3
3	Laundry	5	16.7
4	Clothing and Accessories	5	16.7
5	Other	5	16.7
Business Scale			
6	Micro	15	50
7	Small	12	40
8	Intermediate	3	10
Entrepreneur Background			
9	Highly Educated	10	33.3
10	Secondary Education	15	50
11	Not Highly Educated	5	16.7

Source: Processed research data

Respondents in this study were divided into several business sectors. The majority of respondents were handicraft (26.7%) and food/beverage (23.3%) business owners. This indicates that Martapura has a diverse MSME sector, with handicrafts and food/beverage being the dominant sectors in terms of number of respondents. The laundry and clothing/accessories sectors were also quite large, each contributing 16.7% of the total

The following are the steps that will be taken in this research:

RESULTS

This study aims to analyze the impact of Go Green operational implementation on the performance of MSMEs in Martapura. As part of the research, respondent characteristics play a crucial role in providing a clearer context for the relationships analyzed. Respondents in this study are MSME owners and managers who have implemented or are planning to implement Go Green principles in their operations. Based on the data collected, the following is a description of the characteristics of the MSME respondents involved in this study, including business type, business scale, and entrepreneur background.

respondents. This reflects the diversity of businesses in Martapura.

The majority of respondents (50%) were in the micro-SME category, with another 40% in the small business category. Only around 10% were in the medium-sized business category. This suggests that the study predominantly involved small businesses with limited employee numbers and smaller production capacities, which are often more vulnerable to changes in costs and operational processes.

The background of the entrepreneurs involved in this study was secondary education (50%), indicating that the majority of entrepreneurs in Martapura come from a moderate, though not always high, educational background. Approximately 33.3% of entrepreneurs had tertiary education, while only 16.7% had lower levels of education. This may indicate a greater awareness of the importance of education for business development, which likely influences the adoption of innovations such as Go Green.

Table 2. Results of Quantitative Analysis Test
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.738a	.545	.528	2.011

a. Predictors: (Constant), IMPLEMENTATION OF GO GREEN OPERATIONS

b. Dependent Variable: MSME Performance

The R value of 0.738 indicates a fairly strong relationship between the Implementation of Go Green Operations and MSME Performance. This R value indicates that the relationship between the two variables is quite significant, with numbers closer to 1 indicating a stronger positive correlation. In this case, the R value of 0.738 indicates that there is a fairly strong and positive relationship between the implementation of Go Green principles and the improvement of MSME performance in Martapura. This is in line with what was conveyed by one of the research informants, a handicraft business owner in Martapura, who stated, "Since implementing Go Green, we have seen an improvement in product quality, especially in terms of business image. Many customers prefer our products because of environmental awareness" (results of interviews with handicraft business owners).

The R-square value of 0.545 indicates that approximately 54.5% of the variation in MSME performance can be explained by the implementation of Go Green Operations. This means that more than half of the MSME performance observed in this study can be influenced or explained by the Go Green implementation factor. This is also in

Quantitative Analysis Results

The results of a quantitative analysis conducted using statistical tests to examine the impact of Go Green operational implementation on MSME performance will be presented. Based on the data analysis obtained, the following are the results obtained from a linear regression test applied to examine the relationship between Go Green implementation variables and MSME performance.

line with the statement from one of the research informants, namely a bakery business owner, who stated, *"I've felt a significant difference since implementing Go Green. Operational efficiency has increased because we've been able to reduce raw material waste and production waste. Furthermore, we've also found it easier to build a positive image as an environmentally conscious business."* (results of an interview with a bakery business owner). In other words, the implementation of Go Green has a significant impact on the performance of MSMEs in Martapura, but there is still around 45.5% of the variation in performance explained by other factors not covered in this model, such as other internal factors of MSMEs, the external environment, or government policies.

Table 2 shows that the implementation of Go Green operations has a significant impact on the performance of MSMEs in Martapura, with more than 50% of the variation in MSME performance being explained by the implementation of Go Green. Although there are several other factors that influence MSME performance, the significant positive relationship between Go Green and MSME performance provides

strong evidence that the implementation of sustainability principles can provide significant benefits in improving MSME performance, both in terms of operational efficiency and market competitiveness. The

results of the test of the effect of the implementation of Go Green operations on MSME performance can be seen in the table below.

Table 3. Test Results of the Effect of Go Green Operational Implementation on MSME Performance

Model	Unstandardize d Coefficients	Standardize d Coefficients	t	Sig.	Collinearit y Statistics	Toleranc e	VI F
	B	Std. Error	Beta				
1 (Constant)	3.044	2.971		1.03	0.314		
IMPLEMENTATIO N OF GO GREEN OPERATIONS	0.45	0.078	0.74	5.79	0	1	1

a. Dependent Variable: MSME PERFORMANCE

Source: Processed research data

The coefficient value for the Go Green Operational Implementation is 0.450. This coefficient indicates that every one unit increase in the implementation of Go Green operations will improve MSME performance by 0.450 units. This means that the implementation of Go Green has a positive influence on the performance of MSMEs in Martapura, which means that the greater the level of implementation of Go Green principles, the better the performance of MSMEs, which is reflected in financial, operational, and social aspects.

The t-value of 5.786 indicates that the coefficient value of Go Green implementation is highly significant in this regression model. This is indicated by the significance value (Sig.) of 0.000, which is much smaller than the general significance level of 0.05. This indicates that the results of this regression are highly statistically significant, meaning there is a strong and reliable relationship between Go Green implementation and MSME performance. In other words, Go Green implementation does have a positive effect on improving MSME performance in Martapura.

The results of this regression analysis support the hypothesis that the implementation of Go Green operations has a positive effect on the performance of

MSMEs in Martapura. The implementation of Go Green principles not only increases efficiency and reduces costs, but also has the potential to improve the reputation and competitiveness of MSMEs in the market. This is also in line with the statement from the informant, a bakery owner, who stated, "Initially, we had to spend more to replace packaging and equipment with more environmentally friendly ones. However, in the long term, we saw savings in several aspects, such as reducing the cost of purchasing plastic packaging and more efficient waste management. Our profits increased because customers increasingly supported environmentally friendly products." (interview with bakery owner).

In the qualitative analysis, in-depth interviews were conducted to explore the views and experiences of MSME entrepreneurs regarding Go Green implementation and its impact on their business operations. Key themes emerging from this qualitative data analysis included cost savings, reputation enhancement, and challenges in implementing Go Green principles.

Many entrepreneurs report that although the initial costs of implementing Go Green are higher, they experience long-term savings. Several entrepreneurs in the

food and beverage sector, for example, report significant reductions in operational costs due to efficiency in energy use and waste management. The Go Green implementation also helps them reduce waste of raw materials, such as plastic and environmentally unfriendly packaging materials. This is in line with the statement of an informant from a traditional food business owner, "Initially, raw material costs were higher, but we saw long-term savings through reduced plastic waste costs and more efficient materials" (interview with a traditional food business owner).

Most of the entrepreneurs interviewed stated that implementing Go Green principles improved their business reputation among customers. Entrepreneurs in the consumer goods sector, such as food and handicrafts, experienced increased loyalty from customers who were more concerned about environmental issues. This provided a competitive advantage, with customers preferring environmentally friendly products, even if the price was slightly higher. This echoed the statement of a bakery owner who stated, "Implementing Go Green principles has made us more accepted in the community. We often receive compliments from customers who appreciate our commitment to sustainability. In addition, our business has also become more well-known among customers who care about environmental issues." Similarly, a clothing and accessories owner stated, "We feel a positive impact, especially in terms of business reputation. We often receive compliments from customers and even receive local media coverage about our environmentally friendly business."

The main challenges faced by MSMEs in implementing Go Green are higher initial costs and difficulty in accessing more expensive environmentally friendly raw materials. This is as stated by one informant, a bakery owner, "One of the main challenges is the higher initial costs, especially in replacing raw materials and packaging with environmentally friendly materials. In addition, not all suppliers

provide the ingredients we need, so sometimes we have to search longer to get suitable ingredients." Several entrepreneurs also reported difficulties in educating employees about the importance of implementing Go Green principles and how these methods can be implemented in daily operations. In addition, the still limited support from the government or related institutions is also an obstacle to the implementation of Go Green among MSMEs. As stated by one informant, a handicraft business owner, "We need more training on the use of environmentally friendly materials and incentives to reduce the cost of procuring these materials." This is also in line with the statement from the informant, a bread business owner, who said, "We need more support in terms of outreach to small entrepreneurs like us, as well as incentives from the government for purchasing environmentally friendly materials. We also hope that there will be a special program that supports MSMEs in reducing the initial costs for adopting Go Green."

DISCUSSION

The Impact of Go Green Implementation on MSME Performance

The implementation of Go Green principles in MSMEs has a significant impact on operational, financial, social, and environmental performance. Based on the quantitative and qualitative analyses presented previously, it can be concluded that there is a positive relationship between Go Green implementation and MSME performance in Martapura. Overall, this study reveals that despite challenges in its implementation, Go Green has the potential to provide profound long-term benefits.

Interpretation of Quantitative Analysis Results

In quantitative analysis, the results of the regression model show a strong positive relationship between the implementation of Go Green and the performance of MSMEs, with an R Square value of 0.545. This means that almost 55% of the variation in MSME performance can

be explained by the implementation of Go Green. This figure shows that Go Green makes a significant contribution to business performance, although there are still other factors that influence it. Thus, the implementation of Go Green principles not only impacts the environmental aspect, but also directly improves the financial and operational performance of MSMEs.

Improved operational aspects include resource efficiency, reduced waste, and better waste and energy management. Several entrepreneurs reported that after implementing Go Green, they were able to reduce production costs through energy efficiency and waste management. This is a long-term benefit that is difficult to measure in the short term, but is crucial for the sustainability of MSME businesses. On the other hand, the negative impacts identified in this study were more related to higher initial costs and limited access to more expensive, environmentally friendly raw materials. Some entrepreneurs reported having to spend more to replace plastic packaging with environmentally friendly materials or to purchase more energy-efficient machinery. This can be a major challenge for MSMEs operating with limited capital. However, despite the higher initial costs, many entrepreneurs acknowledged that the long-term benefits of implementing Go Green, such as cost savings and increased competitiveness, are greater.

Social and Environmental Influences

Socially, the implementation of Go Green has a positive impact in terms of enhancing a business's reputation. Customers tend to prefer products and services they perceive as environmentally friendly. This is particularly evident in the food, handicraft, and clothing sectors, where customers who are more concerned about environmental issues are more likely to purchase products from MSMEs that implement Go Green principles. In other words, Go Green not only brings benefits in terms of operational efficiency but also

increases customer loyalty and expands the market.

From an environmental perspective, implementing Go Green brings benefits in terms of reducing plastic waste, more efficient energy management, and more sustainable resource use. Most respondents reported feeling more environmentally responsible after starting to implement Go Green principles in their businesses. This indicates that Go Green not only impacts business performance but also improves the surrounding environment, although challenges such as organic waste management and carbon emission reduction remain.

Interpretation of Qualitative Analysis Results

Qualitative analysis conducted through in-depth interviews with MSME entrepreneurs in Martapura revealed that while implementing Go Green provides significant benefits, the biggest challenges are initial costs and the unavailability of affordable, environmentally friendly raw materials. This aligns with the quantitative analysis, which showed difficulties in accessing affordable, environmentally friendly raw materials, which limits the ability of MSMEs to fully transition to sustainable practices. Furthermore, interviews also revealed that many entrepreneurs experience long-term benefits in terms of operational cost savings. These savings are most pronounced in terms of energy efficiency and reduced raw material waste. Some entrepreneurs even reported that after several months or years of implementing Go Green, they saw reductions in electricity and waste management costs.

Entrepreneurs also reported experiencing a significant improvement in their business image after adopting Go Green principles. Many customers appreciate their efforts to reduce their environmental impact, contributing to higher customer loyalty. However, the challenge of educating employees and customers about the importance of

sustainability remains a challenge for many MSMEs.

Overall, the qualitative results indicate that while there are challenges in implementing Go Green, the long-term benefits, in terms of cost savings, improved reputation, and social and environmental impact, are far greater. The implementation of Go Green has led to improved MSME performance, but achieving this requires greater support from both the government and relevant institutions.

Comparing the results of this study with previous studies, we can see that these findings align with previous research on the implementation of Go Green in MSMEs. Research by Nguyen et al. (2019) shows that adopting sustainability principles in MSMEs can result in improved business performance through cost savings, reduced waste, and improved corporate image. Similar to this study, they also found that while higher initial costs pose a challenge, the long-term benefits of implementing Go Green are greater, particularly in terms of customer loyalty and operational efficiency.

A study by Jones et al. (2020) also aligns with our findings, showing that implementing Go Green practices can improve customer relationships, enhance business reputation, and reduce long-term costs. However, they also emphasized that the biggest challenges faced by MSMEs are a lack of knowledge about Go Green practices and limited resources to invest in environmentally friendly technologies. This is similar to the findings in this study, where many entrepreneurs reported limited access to environmentally friendly raw materials and the need for larger initial investments. However, there are differences in this study that are worth noting. Research by Lee et al. (2021) shows that in some regions, implementing Go Green in MSMEs can yield slower results, particularly in developing country contexts. Unlike this study, which demonstrated immediate impacts in terms of operational efficiency and improved reputation, Lee et al.'s findings focus more on existing structural

and infrastructural barriers in developing countries, which further limit the ability of MSMEs to effectively implement sustainability principles.

This research also contributes to the understanding that despite the significant positive impact of Go Green, many MSMEs have not fully adopted this practice due to uncertainty regarding initial costs and a lack of government incentives. This contrasts with studies in developed countries, where policy support and incentives for MSMEs are more structured and supportive of Go Green adoption.

Based on the findings of this study, there are several practical implications that MSMEs in Martapura can apply to optimize the implementation of Go Green in their operations. Recommendations for Optimizing Go Green Implementation are:

Education and Counseling. MSME entrepreneurs need more education and training on practical ways to go green. The government or relevant institutions can provide courses or seminars on waste management, energy efficiency, and reducing raw material waste.

Infrastructure and Technology. MSMEs in Martapura need to be encouraged to invest in more energy-efficient and environmentally friendly technologies. The local government can provide incentives or subsidies to help MSMEs access environmentally friendly technologies at more affordable prices.

Government Support. Local governments should provide greater support, whether in the form of fiscal incentives, subsidies, or access to more affordable, environmentally friendly raw materials. This will help MSMEs overcome higher initial costs and accelerate the adoption of Go Green principles.

Collaboration between MSMEs. MSMEs in Martapura can form networks or associations aimed at sharing information and resources regarding Go Green implementation. This type of collaboration can help MSMEs support each other in overcoming challenges they face, such as

procuring environmentally friendly raw materials or managing waste.

Strengthening the Local Market. MSMEs in Martapura should focus on raising local market awareness of the benefits of going green. By educating customers about the importance of sustainability, they can create greater demand for environmentally friendly products and services.

Product and Process Innovation. To reduce costs, MSMEs can develop product and process innovations that are not only environmentally friendly but also more cost-efficient. For example, using recycled materials in production or developing more efficient and environmentally friendly packaging systems.

CONCLUSION

Quantitatively, the regression results show that the implementation of Go Green principles is closely related to the improvement of MSME performance, with an R Square value of 0.545, meaning that approximately 54.5% of the variation in MSME performance can be explained by the implementation of Go Green. This indicates that although other factors also play a role, Go Green has a significant contribution in improving the operational and financial efficiency of MSMEs. The implementation of these principles helps MSMEs reduce waste, optimize resource use, and reduce production costs in the long term. Entrepreneurs also reported an improvement in their business reputation, which contributes to customer loyalty and increased market share. However, despite these many benefits, the main challenges faced by MSMEs are higher initial costs and limited access to environmentally friendly raw materials. Entrepreneurs in Martapura revealed that they have to spend more to replace plastic packaging materials with more environmentally friendly alternatives, as well as invest in more energy-efficient equipment. Another challenge is the lack of in-depth understanding or education on how to implement Go Green principles

practically, especially among employees and customers.

This research also shows that going green not only has a positive impact on the economic aspect, but also on social and environmental aspects. MSMEs that implement this principle receive praise from customers who are increasingly aware of the importance of sustainability. Furthermore, more efficient waste and energy management positively contribute to the surrounding environment.

An important implication of this research is that implementing Go Green can be a strategy to improve the performance and competitiveness of MSMEs, although challenges remain. Policies that support sustainability and provide incentives for MSMEs that implement Go Green principles are crucial to encourage wider adoption.

5.2 Suggestions for Further Research

For future research, it is important to conduct further studies on the impact of Go Green implementation on MSMEs in other regions or within different industrial sectors. Martapura, as the location of this research, has specific characteristics, and the results of this study may not be fully applicable to MSMEs in other regions with different economic or cultural conditions. Therefore, research in other cities or within different industrial sectors, such as manufacturing or services, could provide further insight into the effectiveness and challenges of Go Green implementation in various contexts. Furthermore, future research could delve deeper into the impact of Go Green on MSME performance in the long term. Although this study shows positive results in the short term, ongoing monitoring is needed to determine how the sustainability and implementation of Go Green can continue to contribute to the profitability and competitiveness of MSMEs in an increasingly competitive market.

From a theoretical perspective, this research can enrich the sustainability management literature by providing empirical evidence on how Go Green can be

applied in the context of MSMEs in developing countries. Future research could develop a more detailed model or framework to help MSMEs address the challenges of implementing sustainability principles, including recommendations for government policies and more efficient implementation strategies.

Practically, suggestions for developing sustainability management theory and application include the need for a

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more structured approach to providing support to MSMEs, whether in the form of subsidies, training, or access to environmentally friendly technologies. With greater support from various parties, including the government, the private sector, and educational institutions, MSMEs can more easily overcome the obstacles they face in implementing Go Green principles and reap the long-term benefits of sustainability.

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