

ABSTRACT

Firdaus Uzair Dhiyaul Haq, The Influence of Institutional Pressure on the Implementation of Green Innovation to Achieve Sustainability in Halal MSMEs in Sumenep Regency, supervised by Dr. Ambariyanto, S.E., M.Si.

The MSME sector serves as the driving force of the economy at the macro level; however, it is undeniable that it also has negative impacts on the environment. As a result, MSMEs face various external pressures, including regulatory and normative pressures, as they are required to implement environmentally friendly practices to achieve sustainability through green innovation. The purpose of this study is to determine the influence of institutional pressure on the implementation of green innovation and the impact of green innovation implementation on sustainability in halal MSMEs in Sumenep Regency. This research employs the PLS-SEM model as the analytical technique. Data collection methods include three approaches: surveys, questionnaires, and documentation. The research population is approximately 415, with a sample size of 68. The results show that both regulatory pressure and normative pressure have a positive and significant influence on the implementation of green innovation. Likewise, the implementation of green innovation has a positive and significant impact on sustainability, which consists of three main aspects: economic, social, and environmental. These findings provide important implications regarding the compliance and awareness of MSME actors in enhancing green innovation practices.

Keywords: Institutional Pressure, Green Innovation, Sustainability, Halal MSMEs

ABSTRAK

Firdaus Uzair Dhiyaul Haq, Pengaruh Tekanan Kelembagaan dalam Penerapan *Green Innovation* untuk Mencapai Keberlanjutan pada UMKM Halal di Kabupaten Sumenep di bawah bimbingan Dr. Ambariyanto, S.E., M.Si.

Sektor usaha UMKM sebagai motor penggerak ekonomi secara makro, namun tidak dapat dipungkiri turut memberikan dampak negatif secara positif bagi lingkungan. Sehingga, UMKM menghadapi berbagai tekanan eksternal meliputi tekanan regulasi dan normatif, sebagaimana UMKM harus menerapkan suatu praktik berbasis ramah lingkungan untuk mencapai keberlanjutan melalui praktik *green innovation*. Tujuan penelitian ini untuk mengetahui pengaruh tekanan kelembagaan terhadap penerapan *green innovation* dan dampak penerapan *green innovation* terhadap keberlanjutan pada UMKM halal di Kabupaten Sumenep. Metodologi penelitian ini menggunakan model PLS-SEM sebagai teknik analisis. Kemudian teknik pengumpulan data meliputi tiga hal: survei, kuesioner, dan dokumentasi. Besaran populasi penelitian sekitar 415 dan diperoleh sampel sebesar 68. Hasil penelitian menunjukkan bahwa tekanan regulasi dan tekanan normatif memiliki pengaruh positif dan signifikan terhadap penerapan *green innovation*. Demikian juga, penerapan *green innovation* memiliki dampak positif dan signifikan terhadap keberlanjutan, sebagaimana terdiri dari tiga aspek utama meliputi ekonomi, sosial, dan lingkungan. Hasil tersebut memberikan implikasi penting tentang bagaimana kepatuhan dan kesadaran para pelaku UMKM untuk meningkatkan praktik *green innovation*.

Kata Kunci: Tekanan Kelembagaan, *Green Innovation*, Keberlanjutan, UMKM halal