

ABSTRAK

Kerusakan lingkungan kini menjadi masalah yang semakin mendesak untuk diatasi. Khususnya peningkatan limbah plastik sekali pakai. Sektor Bisnis menjadi salah satu penyumbang utama dalam timbunan sampah. Namun, masih banyak pelaku UMKM yang memanfaatkan kemasan sekali pakai sehingga berpotensi meningkatkan jumlah limbah plastik. Penelitian ini bertujuan untuk menganalisis penerapan *green manufacturing* serta pengaruhnya terhadap *business sustainability* pada UMKM makanan dan minuman di Kabupaten Bangkalan. Penelitian menggunakan pendekatan kuantitatif dengan penyebaran kuesioner kepada pelaku UMKM dan analisis data menggunakan metode SEM-PLS dengan perangkat lunak smart PLS 4.0. Hasil penelitian menunjukkan bahwa *strategic orientation* dan *green awareness* berpengaruh positif dan signifikan terhadap *green manufacturing* maupun *business sustainability*. Sebaliknya, *green knowledge* dan *green manufacturing* berpengaruh negatif, sedangkan *government regulation* berpengaruh tidak signifikan terhadap *business sustainability*. Hasil tersebut menunjukkan bahwa keberlanjutan bisnis UMKM lebih dipengaruhi oleh orientasi strategis dan kesadaran lingkungan dibandingkan regulasi eksternal atau tingkat pengetahuan lingkungan. Penelitian ini memberikan implikasi penting bagi UMKM dan pemerintah daerah dalam meningkatkan praktik manufaktur hijau serta mendorong keberlanjutan usaha di sektor makanan dan minuman.

Kata Kunci: Green Manufacturing, business sustainability, UMKM Makanan dan Minuman, Strategic Orientation, SDG's, Bangkalan

ABSTRACT

Environmental damage is now an increasingly urgent problem that needs to be addressed, particularly the increase in single-use plastic waste. The business sector is one of the main contributors to waste accumulation. However, there are still many SMEs players who use single-use packaging, which has the potential to increase the amount of plastic waste. This study aims to analyze the application of green manufacturing and its effect on business sustainability in food and beverage MSMEs in Bangkalan Regency. The study used a quantitative approach by distributing questionnaires to SMEs players and analyzing the data using the SEM-PLS method with Smart PLS 4.0 software. The results showed that strategic orientation and green awareness had a positive and significant effect on green manufacturing and business sustainability. Conversely, green knowledge and green manufacturing had a negative effect, while government regulation had no significant effect on business sustainability. These results indicate that the sustainability of SMEs businesses is more influenced by strategic orientation and environmental awareness than by external regulations or the level of environmental knowledge. This study provides important implications for SMEs and local governments in improving green manufacturing practices and promoting business sustainability in the food and beverage sector.

Keywords: Green Manufacturing, business sustainability, Food and Beverage SMEs, Strategic Orientation, SDG's, Bangkalan