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## Analysis of Factors Influencing Green Motivation in South Jakarta MSMEs

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**Abstract:** The article Analysis of Factors Affecting Green Motivation in South Jakarta MSMEs is a literature review scientific article within the scope of marketing management science and social sciences. The purpose of this writing is to build a hypothesis of influence between variables which can later be used for further research within the scope of marketing management science and social sciences. The research method used is descriptive qualitative. Data was obtained from previous studies relevant to this research and sourced from academic online media such as publish or perish, google scholar, garba digital reference and jurnal sinta. The results of this article are: 1) Social support and education influence Micro, Small and Medium Enterprises in South Jakarta; 2) Market trends influence influence Micro, Small and Medium Enterprises in South Jakarta; and 3) Consumer preferences influence influence Micro, Small and Medium Enterprises in South Jakarta.

**Keyword:** Green Motivation, Micro Small and Medium Enterprises, South Jakarta

### INTRODUCTION

Environmentally friendly business practices are becoming more and more relevant in a global context where people are becoming more conscious of environmental issues, especially in Micro, Small, and Medium-Sized Enterprises (MSMEs). One of Indonesia's principal corporate hubs, South Jakarta, is under pressure to implement more environmentally friendly company procedures. However, putting green business strategies into practice may provide special difficulties for MSMEs in South Jakarta. Thus, it's critical to comprehend the variables influencing MSMEs' incentives to implement eco-friendly business practices in the area.

The following elements may have an impact on MSMEs in South Jakarta that are motivated to go green: industry traits, company size, environmental laws, public awareness, and government backing. MSMEs working in industries more closely linked to environmental effect, such manufacturing or transportation, can be more inclined to implement green business practices as a result of increased consumer pressure or more stringent legislation.

Regulations pertaining to the environment that encourage green business practices may also play a significant role in inspiring MSMEs. The inclination of MSMEs to invest in

sustainable business practices can be influenced by local government support provided through training, tax breaks, or other means.

Green motivation among MSMEs can also be influenced by consumer awareness of and preference for environmentally friendly goods and services. MSMEs may be encouraged to modify their business methods in order to better meet the expectations of their customers as the market for sustainable products grows. A deeper comprehension of these elements will make it easier to create strategies that will motivate MSMEs in South Jakarta to adopt more ecologically friendly business practices, which can have long-term positive effects on both the environment and the viability of the economy.

Based on the background of the problem above, the problem formulation in this research is determined as follows: 1) Does social support and education influence green motivation in South Jakarta MSMEs?; 2) Do market trends influence green motivation among South Jakarta MSMEs?; and 3) Do consumer preferences influence green motivation among South Jakarta MSMEs?.

## **METHOD**

Systematic Literature Review (SLR) and Library Research procedures are used to write Literature Review articles. These approaches are qualitatively assessed and can be found in online academic applications such as Mendeley and Google Scholar. The process of finding, evaluating, and analyzing all available research data with the aim of answering a specific research question is known as systematic literature review, or SLR. Literature review should be used consistently with methodological assumptions in qualitative analysis. Conducting a qualitative analysis is primarily justified by the exploratory nature of the research (Ali, H., & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

### **Green Motivation**

An internal or external force known as "green motivation" pushes people or organizations to adopt and implement environmentally friendly decisions, behaviors, or practices in an effort to lessen their negative environmental effects and promote ecological sustainability. This drive results from a knowledge of the value of protecting the environment and the obligation to support international environmental preservation initiatives. Green motivation can originate from a number of places, such as a desire to actively contribute to preserving the planet's sustainability for future generations, awareness of climate change, comprehension of environmental degradation, and concern for the welfare of people and ecosystems (Kamilia & Nawangsari, 2023).

Indicators found in green motivation include: 1) Use of Renewable Resources: The degree to which MSMEs use renewable energy sources, including solar or wind power, into their operations is measured by this indicator. MSMEs can show that they are motivated to adopt more ecologically responsible business practices and lessen their carbon footprint by using renewable resources as an alternative energy source; 2) Energy and Water Efficiency: MSMEs that show a green motive are those that work to minimize the amount of energy and water used in their operations and production processes. To cut down on energy use for heating and air conditioning, for instance, energy-efficient equipment can be used, water-saving measures can be implemented, or building insulation can be improved; and 3) Waste Management: MSMEs with high levels of green motivation have effective waste management systems that include reduction, recycling, and ecologically friendly disposal. This can entail actions like cutting less on single-use packaging, sorting rubbish, or taking part in neighborhood recycling initiatives (Junsheng et al., 2020).

Green motivation has been studied by several researchers, including: (Junsheng et al., 2020), (Liu & Liu, 2023), (Kamilia & Nawangsari, 2023).

### **Social Support and Education**

The networks, resources, and help that communities, non-governmental organizations, the government, and other parties offer MSMEs to promote and enhance environmentally friendly business practices are referred to as social support connected to green motivation in MSMEs. Social support can come in many different forms, including mentorship, training, funding, and information access. It can also come from involvement in networks and discussion forums where MSMEs interested in green business practices can share insights and experiences (Herawati & Rohmah, 2022).

The process of disseminating knowledge, raising awareness, and developing skills is all part of the education process linked to green motivation for MSMEs. The ultimate goal is to improve MSMEs' comprehension and proficiency in embracing and executing eco-friendly business practices. There are other ways to implement this instruction, such as workshops, formal training, seminars, consultations, and educational materials available online or offline (Haratua & Wijaya, 2020),.

Indicators contained in social and educational support include: 1) Participation in Community Activities: This metric measures how often MSMEs participate in forums, working groups, and other community events that center on green business practices. Engaging in these kinds of community events on a regular basis can help MSMEs build stronger social support systems and exchange information and expertise; 2) Availability of Workshops and Training Programs: This metric measures the accessibility of workshops and training programs run by governmental, academic, or non-governmental organizations to give MSMEs information and expertise on green business practices. The degree of engagement and accomplishment in these initiatives can serve as a barometer for the efficacy of the educational assistance; and 3) The availability of MSME access to resources and consulting services, such as business resource centers, environmental consultants, or specialists in green business practices, is one of the indicators included in this section. This support might be in the form of guidance, problem-solving, or technical assistance to help MSMEs get over barriers and successfully adopt green business practices (Haratua & Wijaya, 2020).

Social support and education has been studied by several researchers, including: (Haratua & Wijaya, 2020), (Herawati & Rohmah, 2022), (Haratua & Wijaya, 2020).

### **Market Trend**

Market trends that are associated with MSME green incentive are shifts or new directions in customer demand, consumer preferences, and consumer behavior that support more and more environmentally friendly goods and services. This trend is a result of consumers' growing understanding of the value of environmental sustainability and their desire to support international environmental protection initiatives by supporting MSMEs that use green business practices in their production and provision of goods and services (Hertati et al., 2021).

Indicators contained in market trend include: 1) Growing Customer Demand for Eco-Friendly Products: This metric reflects the growing customer interest in goods and services generated or rendered by micro, small, and medium-sized enterprises (MSMEs) that follow eco-friendly business practices. Increased sales, repeat business, or a rise in the quantity of orders for items with environmental certification are some indicators of this increase in demand; 2) Increasing Sustainable Investment and Funding: MSMEs that prioritize sustainable solutions or green business practices will receive more funding and investment, according to this indicator. This additional funding may come from government assistance initiatives for MSME growth, banking institutions, or private investors; and 3) Strategic Collaboration and

Partnerships: This indicator shows a rise in MSMEs' cooperation with other entities, like governments, large corporations, and nonprofits, in order to create environmentally friendly goods and services. This form of collaboration can boost MSMEs' brand recognition, reach a wider market, or boost their manufacturing capacity (Shiratina et al., 2020).

Market trend has been studied by several researchers, including: (Wiwoho, 2019), (Shiratina et al., 2020), (Hertati et al., 2021).

### Consumer Preferences

When it comes to MSMEs' green motivation, customer preferences refer to the propensity or decision of customers to choose or buy goods or services created or rendered by MSMEs while taking ethical, sustainable, and environmental considerations into account. Customers' awareness of and dedication to environmental conservation, as well as their willingness to support environmentally friendly and sustainable business operations, are reflected in this choice (Wardhani et al., 2016).

Indicators contained in consumer preferences include: 1) Product Selection with Environmental Certification Labels: This measure takes into account customer preferences for products bearing environmental certification labels, such Rainforest Alliance, Fair Trade, or Organic. Because this certification badge gives consumers peace of mind that the product was made with social and environmental sustainability principles in mind, consumers will typically pick products with this label; 2) Increasing Consumer Demand for Products Made Using Eco-Friendly Business Practices: This indication shows that consumers are becoming more interested in purchasing goods or services made by MSMEs that follow eco-friendly business practices. Customers' preference for environmentally sustainable items can be seen in their propensity to select products with environmental certification, such as organic or recycled goods; and 3) Supporting Independent and Local Businesses: This metric measures how likely it is for customers to assist small and medium-sized enterprises (MSMEs) in their neighborhoods, particularly if those MSMEs use sustainable business methods. If MSMEs show a dedication to environmental sustainability and green business practices, consumers are more likely to purchase from them than from huge corporations or foreign brands (Nasrullahi et al., 2024).

Consumer preferences has been studied by several researchers, including: (Mutia Ardini, Cut Gustiana, 2022), (Putri, 2016), (Wardhani et al., 2016).

### Previous Research

Review related publications as a basis for formulating research hypotheses by describing previous research findings, highlighting similarities and differences with research proposals, as illustrated in table 1 below:

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research Results	Simmilarities with this article	Differences with this article	Basic Hypothesis
1	(Herawati & Rohmah, 2022)	Social support influences the psychological empowerment of Madurese herbal medicine producers in their efforts to develop the creative economy in the new normal era	The effect of social support on micro, small and medium enterprises	The Influence of Social Support in Efforts to Develop the Creative Economy in the New Normal Era	H1
2	(Rahmawan & Anggraeni, 2022)	Onboarding training and education programs have a positive and significant effect on the income of micro, small and medium	The influence of education on micro, small and medium enterprises	The effect of onboarding training on the income of micro,	H1

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		enterprises in the Kediri region		small and medium enterprises	
3	(Wiwoho, 2019)	Market Orientation and Product Innovation, Influence on Competitive Advantage and Company Performance in Micro, Small and Medium Enterprises: A Research Agenda	The influence of market trends on micro, small and medium enterprises	The influence of product innovation on micro, small and medium enterprises	H2
4	(Irwan et al., 2023)	Market Orientation and Innovation affect the Competitive Advantage of MSMEs in Makassar City	The influence of market trends on micro, small and medium enterprises	The influence of product innovation on micro, small and medium enterprises	H2
5	(Nasrullahi et al., 2024)	Consumer Preferences Influence on Shredded Milkfish Products (Chanos Chanos) in Micro, Small and Medium Enterprises D'pore Meme Alasmalang Village, Panarukan District, Situbondo Regency	The influence of consumer preferences on micro, small and medium enterprises	The influence of consumer preferences on milkfish shredded products	H3
6	(Mutia Ardini, Cut Gustiana, 2022)	Consumer Preferences for Milkfish (Chanos Chanos) Purchasing Decisions in Seruway District, Aceh Tamiang Regency	The influence of consumer preferences on micro, small and medium enterprises	The influence of consumer preferences on milkfish purchasing decisions	H3

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## Discussion

The purpose of this literature review article is to study related literature, analyze relationships between variables, and provide conceptual ideas for research plans. It is based on theoretical studies:

### 1. The Influence of Social Support and Education on MSMEs in South Jakarta

MSMEs in South Jakarta may be significantly impacted by social and educational assistance, which includes involvement in community events, the provision of workshops and training programs, and the availability of consumer service resources for MSME access. Engaging in community events gives MSMEs the chance to connect with people who promote eco-friendly business practices, learn more about sustainable solutions, and become better equipped to handle environmental issues.

MSMEs have access to the knowledge and abilities required to embrace and execute sustainable business practices thanks to the availability of training courses and seminars on green business practices. MSMEs can better understand environmental requirements, spot new business opportunities, and gain practical implementation skills by taking part in these initiatives strategies to reduce negative impacts on the environment.

Consumer awareness and preferences for environmentally friendly goods and services are also significantly influenced by MSME access to consumer service resources. Customer service tools make it easier for customers to make more sustainable purchasing decisions by giving them simple access to knowledge about green company operations. This increases demand for MSME products that follow environmentally friendly business methods.

MSMEs in South Jakarta have generally benefited from social and educational support, which includes involvement in community events, the provision of workshops and training programs, and MSME access to customer service resources. By making use of these resources, MSMEs can boost their competitiveness in a market that is becoming more and more

sustainable, engage in more sustainable business practices, and support regional economic development that is both sustainable and sustainable.

Social support and education influence South Jakarta MSMEs, this is in line with research conducted by: (Hsu et al., 2018), (Herawati & Rohmah, 2022), (Putra et al., 2020).

## **2. The Influence of Market Trends on MSMEs in South Jakarta**

MSMEs are incentivized to shift their business operations towards environmental sustainability by the growing customer demand for environmentally friendly products. Customers that are more concerned about the environmental impact of their purchases will be more interested in MSMEs that can provide environmentally friendly goods and services. This promotes MSMEs to use green business methods, such lowering waste, using eco-friendly raw materials, or creating goods with less carbon impact.

Additionally, MSMEs have access to more resources to improve their ability to embrace sustainable business practices and technology thanks to increased investment and sustainable funding. MSMEs can create green infrastructure, improve operational effectiveness, and spur innovation in eco-friendly goods and services if they have access to sustainable investment and funding.

Developing strategic alliances and working together with other entities, such big businesses, nonprofits, or governmental bodies, gives MSMEs access to more resources and expertise about how to use renewable resources, save energy and water, and manage waste. MSMEs can extend their market reach and competitiveness in an increasingly sustainable market by working with stakeholders to build more comprehensive and sustainable solutions for managing their operations.

All things considered, MSMEs in South Jakarta are strongly encouraged by the impact of these market trends to transition to more ecologically friendly and sustainable business practices. MSMEs can significantly contribute to sustainable economic development and match the expansion of their businesses with the escalating demands of the environment by utilizing growing market demand, sustainable investment, and strategic alliances.

Market trend influence South Jakarta MSMEs, this is in line with research conducted by: (Wiwoho, 2019), (Suryani et al., 2017), (Haratua & Wijaya, 2020).

## **3. The Influence of Consumer Preferences on MSMEs in South Jakarta**

First, MSMEs are urged to deepen their commitment to sustainable business operations by consumers' preference for products bearing environmental certification badges. Customers who look for products bearing environmental certification marks are expressing their choice for goods made with consideration for the environment. Consequently, MSMEs with environmental certification can draw in more business and enhance their image as environmentally conscious manufacturers.

Second, MSMEs in South Jakarta have new market potential due to the general increase in demand for environmentally friendly products. MSMEs are encouraged to implement environmentally friendly business practices in their production processes by the growing demand. In order to lessen carbon footprints and other environmental effects, this can involve deploying more efficient technology as well as utilizing renewable resources like solar or wind energy.

Consumer preferences and purchase decisions are also influenced by support for small, independent enterprises. Because they wish to support local MSMEs and help their communities prosper economically, consumers typically support these businesses. Because customers are frequently the ones who drive business improvement, this support offers MSMEs incentives to consistently enhance their operations, such as the use of renewable resources,

energy and water efficiency, and waste management more likely to choose locally and sustainably produced products.

In general, MSMEs in South Jakarta are encouraged to implement more sustainable and ecologically friendly business practices by the influence of consumer demands. MSMEs may boost their competitiveness, gain market share, and support regional sustainable economic growth by catering to the growing demands of a sustainability-conscious consumer base.

Consumer preferences influence South Jakarta MSMEs, this is in line with research conducted by: (Wardhani et al., 2016), (Mutia Ardini, Cut Gustiana, 2022), (Nasrullahi et al., 2024).

### Conceptual Framework

Figure 1 illustrates the construction of a conceptual framework based on the problem statement, related previous research, and the results of the research and discussion above:

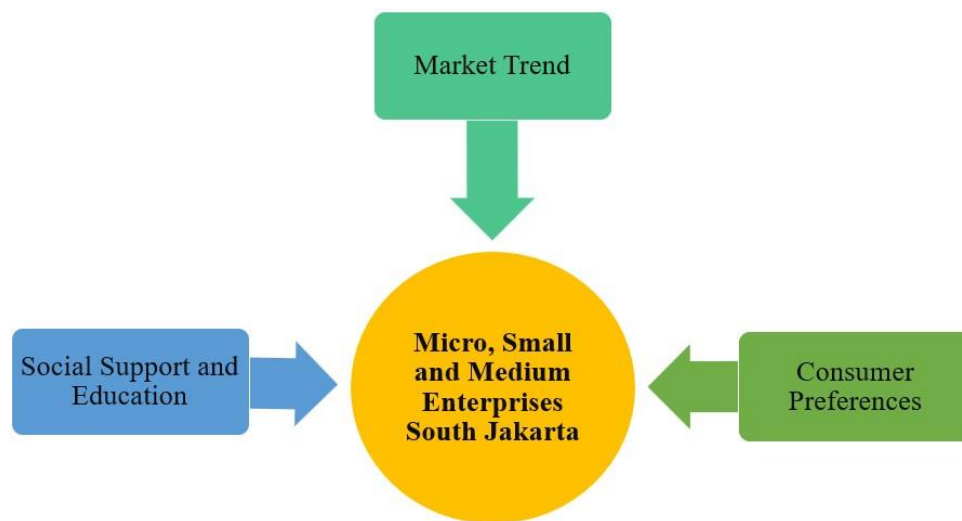


Figure 1. Conceptual Framework

Using the conceptual framework shown in figure 1, then: Social support and education, market trends and consumer preferences affect South Jakarta's micro, small and medium enterprises. In addition to the independent variables above, there are other variables that affect South Jakarta micro, small and medium enterprises, including:

- 1) Brand Awareness: (Saputra & Sumantyo, 2022), (Mahaputra & Saputra, 2021), (SiVARAM et al., 2019).
- 2) Word of Mouth: (Nursal et al., 2023), (Mahaputra & Saputra, 2021), (Widayati et al., 2020), (Apriani et al., 2023).
- 3) Service Quality: (Jumawan et al., 2023), (Khaira et al., 2022), (Sudiantini et al., 2023), (Susanto et al., 2024).

### CONCLUSION

The following are the conclusions drawn from this article's background, problem formulation, prior research, conceptual framework, and above discussion:

- 1) Social support and education influence Micro, Small and Medium Enterprises in South Jakarta;
- 2) Market trends influence Micro, Small and Medium Enterprises in South Jakarta; and
- 3) Consumer preferences influence Micro, Small and Medium Enterprises in South Jakarta.

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