

ABSTRACT
**THE EFFECT OF GREEN STANDARDS UNDERSTANDING,
ENVIRONMENTALLY FRIENDLY RAW MATERIAL USAGE, AND
ENVIRONMENTALLY FRIENDLY TECHNOLOGY USAGE ON
GREEN MANUFACTURING READINESS**
(Leather Glove MSMEs in Sukaregang)

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The tanning and leather products industry is one of the sectors that has the potential to generate environmental impacts, making it essential for business actors to be prepared to implement green manufacturing practices. However, the level of green manufacturing readiness among leather glove SMEs still faces several challenges, particularly in terms of understanding green standards, the use of environmentally friendly raw materials, and the adoption of environmentally friendly technologies. This study aims to analyze the effects of understanding green standards, the use of environmentally friendly raw materials, and the adoption of environmentally friendly technologies on green manufacturing readiness among leather glove SMEs in the Sukaregang Leather Industry Center, Garut Regency. This study employed a quantitative method with descriptive and verificative approaches involving 45 SMEs, and the data were analyzed using multiple linear regression. The results indicate that understanding green standards, the use of environmentally friendly raw materials, and the adoption of environmentally friendly technologies have a positive effect on green manufacturing readiness. Therefore, improving the understanding of green standards, increasing the use of environmentally friendly raw materials, and adopting environmentally friendly technologies can enhance SMEs' readiness to implement green manufacturing.

Key Words: *Understanding Green Standards, Environmentally Friendly Raw Materials, Environmentally Friendly Technology, Green Manufacturing Readiness, Operations Management.*

ABSTRAK
**PENGARUH PEMAHAMAN *GREEN STANDARDS*,
PENGUNAAN BAHAN BAKU RAMAH LINGKUNGAN, DAN
PENGUNAAN TEKNOLOGI RAMAH LINGKUNGAN
TERHADAP *GREEN MANUFACTURING READINESS***
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Industri penyamakan dan produk kulit merupakan salah satu sektor yang berpotensi menimbulkan dampak lingkungan, sehingga diperlukan kesiapan pelaku usaha dalam menerapkan praktik *green manufacturing*. Namun, tingkat kesiapan *green manufacturing* pada UMKM sarung tangan kulit masih menghadapi berbagai kendala, terutama terkait pemahaman *green standards*, penggunaan bahan baku ramah lingkungan, dan penggunaan teknologi ramah lingkungan. Penelitian ini bertujuan untuk menganalisis pengaruh pemahaman *green standards*, penggunaan bahan baku ramah lingkungan, dan penggunaan teknologi ramah lingkungan terhadap *green manufacturing readiness* pada UMKM sarung tangan kulit di Sentra Industri Kulit Sukaregang, Kabupaten Garut. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif terhadap 45 UMKM yang dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa pemahaman *green standards*, penggunaan bahan baku ramah lingkungan, dan penggunaan teknologi ramah lingkungan berpengaruh positif terhadap *green manufacturing readiness*. Dengan demikian, peningkatan pemahaman *green standards*, penggunaan bahan baku ramah lingkungan, dan penggunaan teknologi ramah lingkungan dapat meningkatkan kesiapan UMKM dalam menerapkan *green manufacturing*.

Kata Kunci: Pemahaman *Green Standards*, Bahan Baku Ramah Lingkungan, Teknologi Ramah Lingkungan, *Green Manufacturing Readiness*, Manajemen Operasional.