

ABSTRACT

THE EFFECT OF GREEN PRODUCTION AWARENESS AND GREEN TECHNOLOGY ADOPTION ON THE BUSINESS SUSTAINABILITY TEXTILE INDUSTRY

(Research on Sukaregang Tanning in MSMEs in Garut Regency)

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This study was motivated by the suboptimal waste management practices among leather tanning MSMEs in Sukaregang, Garut Regency, particularly in the utilization of wastewater treatment plants (IPAL), which may affect Business Sustainability. In addition, only a limited number of studies have specifically examined the influence of Green Production Awareness and Green Technology Adoption on Business Sustainability in leather tanning MSMEs. Therefore, this study aims to analyze the effect of Green Production Awareness and Green Technology Adoption on Business Sustainability. This study employed a survey method with a quantitative approach involving 73 respondents selected through probability sampling techniques. Data were collected using questionnaires and analyzed through multiple linear regression using SPSS version 27. The results showed that Green Production Awareness and Green Technology Adoption had a positive effect on Business Sustainability. The study concludes that Business Sustainability is influenced by business owners' awareness of environmentally friendly production practices, as well as the use of technology to support more sustainable business operations.

Keywords: *Green Production Awareness, Green Technology Adoption, Business Sustainability, Operations Management*

ABSTRAK

PENGARUH *GREEN PRODUCTION AWARENESS* DAN *GREEN TECHNOLOGY ADOPTION* TERHADAP *BUSINESS SUSTAINABILITY TEXTILE INDUSTRY*

(Penelitian pada UMKM Penyamakan Kulit Sukaregang Kabupaten Garut)

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Penelitian ini dilatarbelakangi oleh belum optimalnya pengelolaan limbah pada UMKM penyamakan kulit di Sukaregang Kabupaten Garut, khususnya dalam pemanfaatan Instalasi Pengolahan Air Limbah (IPAL), yang berpotensi memengaruhi *Business Sustainability*. Belum banyak penelitian yang secara spesifik menguji pengaruh *Green Production Awareness* dan *Green Technology Adoption* terhadap *Business Sustainability* pada UMKM penyamakan kulit. Penelitian ini bertujuan untuk menganalisis pengaruh *Green Production Awareness* dan *Green Technology Adoption* terhadap *Business Sustainability*. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif terhadap 73 responden yang dipilih menggunakan teknik *probability sampling*, dengan pengumpulan data melalui kuesioner dan analisis regresi linear berganda menggunakan SPSS versi 27. Hasil penelitian menunjukkan bahwa *Green Production Awareness* dan *Green Technology Adoption* berpengaruh positif terhadap *Business Sustainability*. Penelitian ini menyimpulkan bahwa *Business Sustainability* dipengaruhi oleh kesadaran pelaku usaha terhadap praktik produksi ramah lingkungan serta pemanfaatan teknologi dalam mendukung operasional usaha yang lebih berkelanjutan.

Kata Kunci: *Green Production Awareness, Green Technology Adoption, Business Sustainability, Operations Management*