

# **SMALL AND MEDIUM ENTERPRISES DEVELOPMENT WITH KNOW MANAGEMENT and SUSTAINABILITY GREEN BUSINESS**

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## **ABSTRACT**

**Purpose:** Sustainable Business is a matter of concern for Small and Medium Enterprises where Small and Medium Enterprises are a national people's economy that increases competence, business competitiveness, and is able to contribute to the national economy.

**Methodology/approach:** This study uses the Knowledge Management theory which includes employees exchanging knowledge, experience and skills. Research with quantitative methodology analyzes 50 Small and Medium Enterprises in Indonesia, with Warp PLS, obtained measurement data, hypotheses, conceptual frameworks, relationships between variables.

**Results/findings:** The results of the hypothesis test show a significant influence

**Limitations:** This study has several limitations: Data collection was conducted in the city of Jakarta and all respondents were business actors in Jakarta. This study only used quantitative methods. The results of this study only cover business growth. This study only covers the variables of Knowledge Management, Green Sustainable Business and Small and Medium Enterprises.

**Contribution:** Knowing the data of SMEs in Jakarta. The results of this study which include the variables of Knowledge Management, Green Sustainable Business and Small and Medium Enterprises provide deeper knowledge in running a business and can further develop Small and Medium Enterprises.

**Keywords:** Knowledge Management, Green Sustainable Business, Small and Medium Enterprises.

## **1. Introduction**

Sri Mulyani Indrawati (2020), The Corona Virus Pandemic has at least three major impacts on the Indonesian economy. The government with an economic stimulus worth Rp. 8.5 trillion is directed towards accelerating spending, especially social assistance and capital spending, encouraging the labor-intensive sector, expanding basic food cards and incentives for the tourism sector as an affected sector (KEM PPKF, 2021). On March 13, 2020 Launched the 2nd stimulus focusing on tax incentives worth Rp. 225 trillion for the period April to September 2020. The government provides non-fiscal support in order to facilitate exports and imports in certain sectors and commodities.

Budi Hanoto Bank Indonesia (BI) stated that as many as 72.6 percent of Small and Medium Enterprises (SMEs) experienced problems. The biggest impact was a decline in sales, capital adequacy, and production inputs. Budi Hanoto (2020). There are three business sectors agriculture (43.5 percent), exports (95.4 percent), and tourism supporting handicrafts (89.9 percent). Philipus Jehamun (2021). Green business is a form of concern for companies in the world in maintaining and preserving the surrounding environment by minimizing the negative impact on the surrounding community and economy which is now something that is trendy in the world. The environment itself is a challenge for the business world, the

company has evidence that the use of natural resources and waste disposal at every stage of activity such as planning, production, distribution, marketing to the final consumer of goods and services has been going well and providing benefits for the community. both sides are positive.

Alisjahbana, Armida Salsiah and Murniningtyas, E. (2018). Why is it important for a green sustainable business? A. Waste from human activities has exceeded the absorption capacity, preservation of nature. b. There are relatively few non-renewable resources compared to needs, in line with human population growth and fulfillment their consumption. c. The carrying capacity of nature is difficult to meet needs life and consumption continues to increase quantity and quality of space/nature and availability renewable resources are limited.

In line with government policies in various countries: 1. Countries have implemented various quality controls environment 2. Preserve and maintain assets. Biodiversity current and future life Forming: a. Pollutant waste control, b. Climate change control: mitigation and adaptation, c. Utilization of technology: efficient and minimum resources waste, d. Lifestyle is more environmentally friendly.

Comes from a combination of several theories and becomes a new theory to achieve a sustainable business recovery, this research will focus on the Knowledge Management, Green Sustainable Business, Small and Medium Enterprises (SMEs) in Jakarta (Indonesia).

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## **2. Literature Review and Hypothesis Development**

### *Knowledge Management*

Intezari (2017) describes it as shared beliefs and practices about knowledge. So it can be concluded that Knowledge Management is a set of beliefs or practices of knowledge about so that it can be used as a reference in decision making. Intezari (2017) defines Knowledge Management as any process (whether formal policy or informal private methods) that facilitate the capture, distribution, creation and application of knowledge for decision making.

Dalkir (2011) Knowledge Management (KM) is a systematic coordination within an organization that manages human resources, technology, processes and organizational structure in order to increase value through reuse and innovation. This coordination can be achieved through creating, sharing and apply knowledge by using experiences and actions that companies have taken for the sake of organizational learning (Sari and Tania, 2014).

Civi, (2000) deals with knowledge management such as the creation, organization, dissemination and use of knowledge to create value for organizations. KM can also be defined as the achievement of organizational goals by making productive knowledge factors (Beijerse, 2000). Knowledge Management is also often referred to as a tool to create sustainable competitive advantage for organizations (Civi, 2000). Knowledge if managed properly can make the organization more adaptive, innovative, intelligent and sustainable. That's why it is important for business people, academics and researchers to look at this

management. Most of the discussion on KM is carried out by large companies, and only a few are discussed at the level of the SME sector (McAdam and Reid, 2001). This is understandable because it is the large companies that have more knowledge assets so that focusing on large companies seems more appropriate to do. However, this does not mean that Small and Medium Enterprises do not need Knowledge Management, as stated by Moran (1999).

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### *Green Sustainable Business*

Koester (2010) Words like sustainable, triple bottom line, green, clean, environmental, eco-friendly, compostable, recyclable, renewable, natural, organic, and dozens more can all be applied to the concept of green. Ernst & Young (2013) Green sustainable business is a relatively new thing, and terms that are not well defined so that they can be interpreted in different ways by different people or organizations. What an organization considers green may not be the same with other organizations. Nevertheless, it remains the core and focus of This green business is sustainability.

Hrisch (2010) Voluntary action by a private firm that seeks to achieve better environmental performance and, simultaneously, to make the company more competitive. Coonet (2009) Green Sustainable business is the efforts made by the company to minimize the negative impact of economic activity to communities, society, the local economy and environment as well as to globally by fulfilling the principles of the triple bottom line.

### *Small and Medium Enterprises (SMEs)*

Decree of the President of the Republic of Indonesia no. 99 of 1998 the meaning of Business Small and Medium Enterprises are: people's economic activities that small scale with business fields which are the majority of small business activities and need to be protected to prevent unfair business competition.

Based on the Republic of Indonesia Law no. 20 of 2008 concerning Enterprises, Small and Medium: a. Small Business is a productive economic business that stands alone, carried out by individuals or business entities that are not a subsidiary or not a branch of a company that owned, controlled, or become a part either directly or indirectly directly from medium or large businesses that meet small business criteria as referred to in this Law. b. Medium enterprises are productive economic enterprises that stand which is carried out by an individual or a business entity which is not a subsidiary or branch of a company that owned, controlled, or become a part either directly or indirectly directly with small businesses or large businesses with total wealth net or annual sales proceeds as regulated in this Law.

### *Previous Research*

The previous journals listed below are international journals that will be used as guidelines for conducting analysis and preparing data for processing and obtaining the discussion results. Abbas and Sağsan (2019). The current study examines the role of knowledge management (KM) in green enterprise sustainable development (GSD) activities. The

researcher collected data from lower, middle and upper level managers of small, medium and large manufacturing and service companies located in Pakistan.

Cuerva *et al.*, (2014). This paper contributes to the empirical literature on the main drivers of eco-innovation in small and medium enterprises (SMEs). Specifically, we analyze the differences between the factors influencing green and/or non-green for in the low tech sector based on a quantitative analysis, testing whether their drivers are different or similar. Evangelista and Durst (2015). The literature review made possible the identification of three basic elements through which building-up appropriate knowledge management approaches and knowledge management strategies in the area of environmental sustainability by third-party logistics service companies will be enhanced: customer relationship management, quality of human resources and the adoption of information and communication technology tools and systems.

Roxas and Chadee (2016). This study highlights the role of knowledge management in enabling small and medium enterprises (SMEs) in a manufacturing industry in a developing country to engage in environmentally sustainable business. Ochoa-Jiménez (2021). Companies can focus on knowledge management which will lead to innovation and in turn will be distinguished by achieving sustainability, with the possibility of generation of competitive advantage.

Gomes de Carvalho *et al.*, (2021). Small and medium-sized enterprises (SMEs) play a large role in different economies; hence the relevance of research on the factors that may leverage SMEs competitiveness such as management. Putri, Ridloah and Rafinda (2018). The results showed that the contribution of psychological factors and environmental managerial abilities of SMEs to competitive advantage and entrepreneurial success of SMEs. Khurana *et al.* (2018). A study of literature on sustainability, sustainable development, sustainable manufacturing has been made. The literature obtained shows how to integrate sustainability acts as an enabler for SMEs to increase their opportunities and also to enhance their development potential.

Identify relevant Green Economy policy interventions that will enhance the sustainable use and conservation of natural capital, which is considered the foundation for sustainable and inclusive economic development (Bassi, 2016). Employee training is not only important for sustainable human resource growth but also ensures (Zhang, 2019). That's why it is important business people, academics and researchers to look at this management. Most of the discussion on KM is carried out by large companies, and only a few are discussed at the level of the SME sector (McAdam and Reid, 2001). H1 The Relationship of Knowledge Management to a Positive Effect on Green Sustainable Business.

Hrisch (2010) Voluntary action by a private firm that seeks to achieve better environmental performance and, simultaneously, to make the company more competitive. Coonet (2009) Green business is the efforts made by the company to minimize the negative impact of economic activity to communities, society, the local economy and environment as well as to globally by fulfilling the principles of the triple bottom line. Koester (2010) Words like sustainable, triple bottom line, green, clean, environmental, eco-friendly, compostable, recyclable, renewable, natural, organic, and dozens more can all be applied to the concept

of green. H2 Green Sustainable Business Relations have a positive effect on Small and Medium Enterprises (SMEs)

### 3. Research Methodology

Theory basis is very important in a study, especially in research writing, it cannot develop problems that might be encountered in the research place if it does not have a reference to the theoretical basis that supports it. In research, the theoretical basis is like the foundation in a building. Sugiyono (2019) said that the theoretical basis upheld for this research has a solid basis, and is not just an act of trial and error (trial and error). Arifin (2012) explains that research is a process of scientific inquiry through the collection, processing, analysis and conclusion of data based on certain approaches, methods and techniques to answer a problem. Gunawan (2013) Research is a process used to collect and analyze information in order to improve our understanding of a topic.

Creswell (2014) states that quantitative research is an approach to testing objective theory by examining the relationship between variables. This variable, in turn, can be measured using instruments, so that the total data can be analyzed using statistical procedures. Creswell (2014) states a correlational design in which the investigator uses correlational statistics to describe and measure the level or association (or relationship) between two or more variables or a series of scores. The population is a generalization area consisting of objects, subjects that have certain qualities and characteristics, which are determined by researchers to study, then draw conclusions. The sample is part of the number and characteristics owned by the population. Explaining purposive sampling is a sampling technique with certain considerations (Sugiyono, 2019).

The sampling technique used is non-probability sampling, with the type of method used is purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2019). This research method with quantitative descriptive method using a survey method by distributing closed questionnaires or questions whose answers have been provided by the researcher. A survey is a researcher conducted to obtain facts about the symptoms of problems that arise. The survey was conducted by distributing questionnaires (Sugiyono, 2019). Measurement of variables is carried out using a Likert scale of 1-5 which consists of positive and negative statements with 5 categories of answers. The questionnaire used multivariate variables. The sampling technique used is non-probability sampling, with the type of method used is purposive sampling, which a sampling technique with certain considerations (Sugiyono, 2019). A sample of 50 respondent who have made a purchase at the Small and Medium Enterprisesby residents Jakarta City, Indonesia and so the data collected in tabulations, and processed with Wrap PLS.

The choice of research location is determined by the purposive method. The purposive method is a technique of determining the location of the research intentionally based on certain considerations (Sugiono, 2105). The locations of this research are in *Jakarta City, Indonesia*. According to Sugiyono (2015) research variables are things or properties or values of people, objects or activities that have certain variations that are determined by researchers to study and draw conclusions. The grouping of variables into two variables: 1.

Independent variables (independent variables) are variables that influence or cause changes or the emergence of independent (dependent) variables. In this study the independent variables: Knowledge Management. Dependent variables (related variables) are variables that are affected or that are the result, because of the independent variables. This research is for the dependent variable: Sustainable and Inclusive Small and Medium Enterprises.

#### 4. Result and Discussion

##### *Outer Loading Variables*

**Table 1.** Outer Loading

<i>No</i>	<i>Variable</i>	<i>Indikator</i>	<i>Loading Factor</i>
1	Knowledge Management	K2	0.723
2	Green Sustainable Business	G2	0.771
3	Small medium Micro Business	S2	0.757

##### *Composite Reliability Coefficients (CRC)*

In the composite reliability test, all values are on the latent variable that has a composite reliability value or cronbrachs alpha > 0.7, this can mean that the construct has good reliability or it can also be said that the questionnaire used for the tool in this study is reliable (consistent) (Ghozali, 2014).

The reliability test results are in the table 2 below.

**Table 2.** Composite reliability coefficients

<i>Variabel</i>	<i>CRC</i>
Knowledge Management	0.793
Green Sustainable Business	0.758
Small medium Micro Business	0.771

The test results on Composite Realibility show a satisfactory value for all latent variables having a composite reliability value of more than 0.7, where the test results above have known that the composite reliability value has been met. The results of the Composite Realibility test were able to show satisfactory values for all latent variables by having a

composite reliability value of more than 0.7, it can be seen from the results above that it can be seen that the composite reliability value has met

#### *Inner Model*

The test carried out for the inner model is a development of a model based on concepts and theories, in order to analyze a relationship between exogenous and endogenous variables, as described in the conceptual framework. In the steps or stages of the structural model test (inner model); can be done with these steps or steps:

#### *Hipotesis Test*

**Table 3.** Hipotesis Test

No.	Relations between variables (Explanatory variable ---> Response Variable)		Coefficient of Path	P – Value	Information
1	Knowledge Management	Green Sustainable Business,	0.39	P < 0.01	Highly Sig
2	Green Sustainable Business	Small medium Micro Business	0.37	P < 0.01	Highly Sig

#### *Hypothesis 1:*

Knowlefge Management has an effect on Sustainable Business (Y1) with a path coefficient of 0.39 (positive) and  $p < 0.01$ . Given that  $p$  is smaller than 0.01, it can be said to be very significant, so hypothesis 1 is accepted and very significant, this means that the more use of Knowlefge Management, the more influential it is on Green Sustainable Business.

#### *Hypothesis 2:*

Green Sustainable Business has an effect on Small Medium Micro Business with a path coefficient of 0.37 (positive) and  $p < 0.01$ . Given that  $p$  is smaller than 0.01, it can be said to be very significant, so that hypothesis 3 is accepted and is very significant, meaning that the more use of Green Sustainable Business, the more influential it is on Small Medium Micro Business.

#### *Discussion*

In this study, there were 200 respondents who had made purchases at Micro, Small and Medium Enterprises by residents of the City of Jakarta, Indonesia. This study aims to determine the relationship between Knowledge Management, Green Sustainable Business and Small Medium Micro Business for business growth in the City of Jakarta, Indonesia. Although previous studies have examined for business growth by a number of studies have

seen its impact. This study is one of the first attempts to expand the literature by examining the impact of business growth in the city of Jakarta with respondents in the city of Jakarta. Research results 1. Proving that there is a positive and significant effect of Knowledge Management on Green Sustainable Business. The findings of this study are in line with research conducted by Mohammad Ershadul Karim, 2019, Islam, S, 2017, Liu Yang and Youtang Zhang, 2020. 2. Proving the positive and significant influence of Green Sustainable Business on Small Medium Micro Business. The findings of this study are in line with research conducted by Andrea M. Bassi, 2016, Varone, F et al, 2013, Lu Zhang (2019), Renwick, D.W.S et al, (2012), Kramar (2014), Tooranloo et al, ( 2017).

#### **4. Conclusion**

This study aims to determine the relationship between Knowledge Management, Green Sustainable Business and Small Medium Micro Business with in the City of Jakarta, Indonesia. Although previous studies have examined for business growth by a number of studies have seen its impact. This study is one of the first attempts to expand the literature by examining the impact of business growth in the city of Jakarta with respondents in the city of Jakarta. Research results: 1. Proving that there is a positive and significant effect of Knowledge Management on Green Sustainable Business. The findings of this study are in line with research conducted by Mohammad Ershadul Karim (2019), Islam, S (2017), Liu Yang and Youtang Zhang (2020). 2. Proving the positive and significant influence of Green Sustainable Business on Small Medium Micro Business. The findings of this study are in line with research conducted by Andrea M. Bassi, 2016, Varone, F *et al*, 2013, Lu Zhang (2019), Renwick, D.W.S *et al*, (2012), Kramar (2014), Tooranloo et al, ( 2017).

#### **Limitations and Future Research**

Research limitations and directions for future research, could seen from the implications that provide benefits both theoretically and practically. This study has several limitations to consider as opportunities for further research. 1. Data collection was carried out in the city of Jakarta and all respondents were businesses in Jakarta. Therefore, these findings should be generalized to respondents from other regions in Indonesia. 2. This research uses quantitative methods, which can be developed with qualitative research methods or Mix Methods. 3. The results of this study only cover business growth and this can be developed with other themes or focuses. 4. This research includes only Knowledge Management, Sustainable Business and Business Growth variables and other variables can be added.

#### **Contribution:**

Knowing the data of SMEs in Jakarta. The results of this study which include the variables of Knowledge Management, Sustainable Business and Business Growth provide deeper knowledge in running a business and can further develop SMEs.

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