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The Influence of Green Intellectual Capital on Sustainable Performance of MSMEs in Jambi City

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Abstract

This study aims to determine Green Human Capital, Green Relational Capital, Green Structural Capital on Sustainable Performance of MSMEs in Jambi City. This study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed online and offline to MSME actors in the food sector registered at the Jambi City Trade and Industry Office with 92 respondents, the data collected was then analyzed using the SmartPLS 4.1.0.9 tool. The results of this study indicate that Green Human Capital does not affect the sustainable performance of MSMEs. This is due to the low awareness, capacity, and commitment of MSME actors to human resource-based environmental management, as well as limited training and budget. This finding does not support the Resource-Based View theory in the context of MSMEs in the food and beverage sector. On the contrary, Green Relational Capital has been shown to have a positive effect on Sustainable Performance, reflecting the importance of strategic partnerships and collaborative relationships oriented towards environmentally friendly practices. Likewise, Green Structural Capital has a significant effect on improving Sustainable Performance, through organizational systems and cultures that support efficiency and competitiveness based on the environment. This finding strengthens the relevance of the Resource-Based View Theory, especially on the role of intangible assets in the sustainability of MSMEs.

Keywords: Green Human Capital, Green Relational Capital, Green Structural Capital, Sustainable Performance, Micro, Small and Medium Enterprises.

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INTRODUCTION

Sustainable performance plays an important role in the competition of a business to improve competitive performance. (Zalfa & Novita, 2023) Competition for performance can be seen in how MSMEs improve the standards and creativity of their human resources through concern for their environment. In today's modern era, there are still several MSMEs that experience low competitiveness due to low quality, lack of innovation development, and inability to preserve existing natural resources. (Yanti, VA, Amanah, S., & Muldjono, 2018)

MSMEs have an important role in Indonesia's economic growth. Around 117 million people, or 97% of the total workforce, are employed by MSMEs, which contribute 61% of Indonesia's GDP, or IDR 9,580 trillion.(Bahrul Ulul Ilham, 2024) Given the large number of MSMEs in Indonesia, the growth of MSMEs in Indonesia is quite rapid. For example, the number of MSMEs in Jambi City was 47,813 in 2021, then increased by 2,934 in 2022, so that the total number of MSMEs in Jambi City was 50,747.(BPS Provinsi Jambi, 2023) Micro, small, and medium enterprises (MSMEs) have a large contribution to the community's economy. With the MSME sector, unemployment due to the unabsorbed workforce can start a business by creating new jobs for the Indonesian population. In practice, MSMEs often experience delays in their development. This is due to various conventional problems that have not been resolved completely (closed-loop problems), such as problems with the quality of human resources, financing, marketing, and various other problems related to business management, so that MSMEs find it difficult to develop. (Mila & Nurhidayah, 2022)

Micro, Small, and Medium Enterprises in Jambi City: Based on what is seen in Table 1, it is known that the number of MSMEs in Jambi City is 4,273, consisting of 6 business categories. The food category is the MSME with the largest number in Jambi City.

Table 1 : Number of MSMEs by category in Jambi City

CATEGORY	NUMBER OF MSMEs
Food	1.906
Clothing	305
Metal and Electronics	636
Chemistry and Building Materials	594

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Batik	103
Craft	729
Total	4.273

(Source: Jambi City Industry and Trade Office, 2024)

Research conducted by the Department of MSME Development of Bank Indonesia in 2016 found that the contribution of MSMEs to the GDP of ASEAN countries was only 42%, even though the number of MSMEs reached 96% of the total businesses. Indonesia's participation in GVCs has resulted in an increase in high-quality economic activities, which allows Indonesia to increase the use of GVCs and global production networks to produce goods and services intended for export. Of the total number of MSMEs that can be involved in GVCs inn the South-east Asia region, the involvement of the Indonesian MSME sector is very low, namely only 6.3%. This shows that Indonesian MSMEs are less competitive in the international market and can be a signal that the sustainability of MSME businesses is in danger. Sustainable MSMEs can be started by adopting the concept of sustainable business.

Data from the ASEAN Investment Report 2022 shows that Indonesia has around 65 million MSMEs that contribute 60 percent to Gross Domestic Product (GDP) and absorb around 97 percent of the national workforce. This figure places Indonesia in a superior position compared to several other ASEAN countries, such as Thailand and the Philippines. Despite having a large role in the domestic economy, MSMEs in Indonesia still face a number of serious challenges. One of the main challenges is the low role in export activities. In 2023, the contribution of Indonesian MSME exports will only reach 16 percent of total national exports, lagging behind Thailand, which reached 29 percent, and the Philippines at 20 percent. (Asian Development Bank et al., 2022)

The urgency of this study lies in the importance of understanding how Green Intellectual Capital can drive the sustainable performance of MSMEs in Jambi City. Amidst increasing awareness of environmental issues, the use of knowledge, green innovation, and environmental commitment in MSME business activities are crucial aspects to achieve sustainability. This study is important to identify the extent to which green intellectual capital contributes to creating economic value while maintaining environmental sustainability at the small and medium business level.

The results of previous studies Sintia Ayuandira Rahayu, Dedi Mulyadi, (2023) show that the Green Intellectual Capital indicator has a significant effect on sustainable

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performance. According to Yong et al., (2019) green intellectual capital has been shown to influence sustainable performance. The results of this study are in line with the results of research conducted by Tunisa et al., (2024) with the results that green intellectual capital has a positive and significant effect on sustainable performance. Green human capital has an effect on sustainable performance. (Yadiati et al., 2019) According to Zalfa & Novita, (2023), this study did not find the effect of green human capital on sustainable performance. On the contrary, Green Relational Capital has an effect on Sustainable Performance. Of the three indicators of green intellectual capital, only green relational capital has an effect on sustainable performance. Therefore, this study aims to fill this gap by exploring the relationship between green human capital, green relational capital, and green structural capital with economic performance, social performance, and environmental performance.

LITERATURE REVIEW

Resource Based View (RBV) Theory

The resource-based view theory is a theory pioneered by Wernerfelt (1984) that emphasises that rare, valuable, difficult-to-imitate, and irreplaceable internal resources can be a source of competitive advantage. However, a resource-based perspective can help businesses gain a sustainable competitive advantage (Barney, 1991 & 2001). Green intellectual capital and RBV theory are related, namely that the application of RBV theory in carrying out GIC in a business can produce a competitive advantage that relies more on intangible assets by assuming how a business that is being run can compete with other businesses in gaining competitive advantage by managing its resources such as human resources, existing structures and relationships, and environmentally friendly utilisation (Firmansyah, 2017).

Green Intellectual Capital

Green intellectual capital is an intangible asset owned by a company that includes knowledge, wisdom, experience, and innovation related to environmental protection. (Yusoff et al., 2019) Green Intellectual Capital (GIC) is the incorporation of ideas about the environment into intellectual property (IC) to compensate for previous deficiencies in environmental issues. GIC reflects a company's intangible assets, such as knowledge, wisdom, experience, and innovation related to environmental protection. (Chen, 2008) Green human capital, green structural capital, and green relational capital are the three components used in this study to explain green intellectual capital.

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Sustainable Performance

Sustainable performance is a report that includes information about the company's financial and non-financial performance as well as social and environmental business activities that support sustainable growth. Sustainable performance can be assessed by combining various elements from three different frameworks, namely economic performance, environmental performance, and social performance.

RESEARCH METHODS

This study uses a quantitative approach. Quantitative research can be interpreted as a scientific method in which data in the form of numbers can be processed and analysed using mathematical or statistical calculations. (Sekaran, U., & Bougie, 2019) The data used in this study are primary data in the form of a Likert scale questionnaire (1-5), which is distributed online and offline to MSME actors in the food sector registered with the Jambi City Trade and Industry Service. The population in this study was MSME actors in the food business in 2023, totalling 1,906 businesses. The sample criteria used in this study were MSMEs in the food sector registered with the Jambi City Trade and Industry Service that had a minimum workforce of 2 people. The researcher used the Slovin formula in drawing samples so that the sample in this study amounted to 92 samples. The variables in this study consist of three independent variables, namely green human capital (X1), green relational capital (X2), and green structural capital (X3), and one dependent variable, namely sustainable performance (Y).The data collected was then analysed using the SmartPLS 4.1.0.9 application.

RESULTS

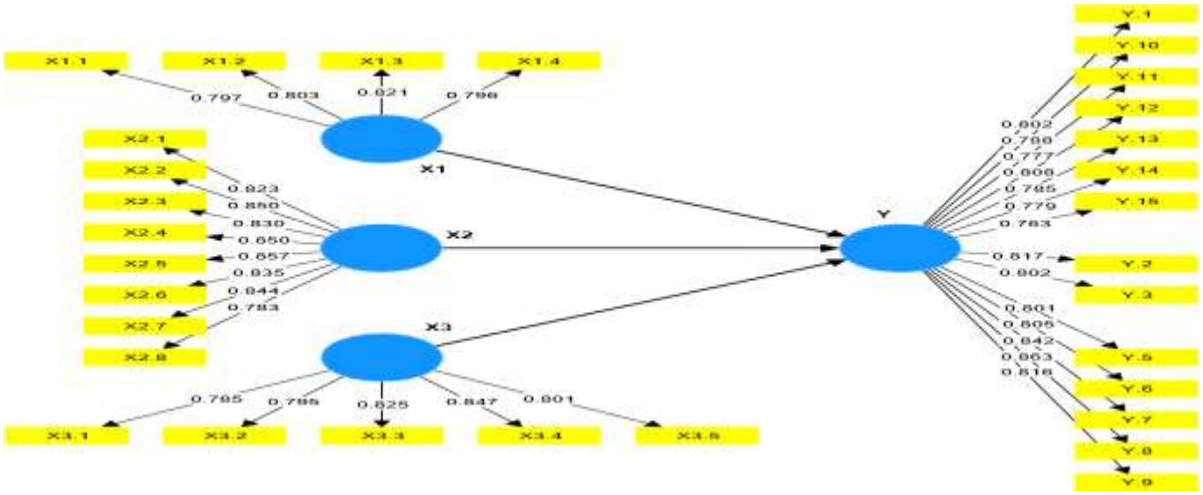
Outer Model

Convergent Validity

Convergent validity testing can be seen through the loading factor value for each construct indicator. The rule of thumb for loading factors commonly used to measure convergent validity is > 0.5, but it is better if the loading factor is > 0.7. And seen from the average variance extracted (AVE), it must be more than 0.5. (Ghozali, Imam., & Latan, 2016)

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Source : Output PLS, (2025)

Table 2: Cross Loadings Value Table

Indicator	X1	X2	X3	Y	Information
X1.1	0,797	0,310	0,391	0,419	Valid
X1.2	0,803	0,402	0,262	0,251	Valid
X1.3	0,821	0,317	0,345	0,311	Valid
X1.4	0,796	0,528	0,238	0,402	Valid
X2.1	0,497	0,823	0,407	0,594	Valid
X2.2	0,378	0,850	0,295	0,541	Valid
X2.3	0,384	0,830	0,501	0,577	Valid
X2.4	0,367	0,850	0,293	0,468	Valid
X2.5	0,489	0,857	0,305	0,603	Valid
X2.6	0,397	0,835	0,236	0,523	Valid
X2.7	0,336	0,844	0,461	0,607	Valid
X2.8	0,392	0,783	0,467	0,501	Valid
X3.1	0,301	0,338	0,785	0,389	Valid
X3.2	0,388	0,364	0,795	0,417	Valid
X3.3	0,375	0,397	0,825	0,398	Valid
X3.4	0,298	0,314	0,847	0,460	Valid
X3.5	0,242	0,397	0,801	0,537	Valid
Y.1	0,376	0,484	0,358	0,802	Valid

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Y.2	0,310	0,507	0,402	0,817	Valid
Y.3	0,435	0,534	0,385	0,802	Valid
Y.5	0,433	0,530	0,395	0,801	Valid
Y.6	0,439	0,649	0,454	0,805	Valid
Y.7	0,469	0,620	0,531	0,842	Valid
Y.8	0,342	0,566	0,518	0,863	Valid
Y.9	0,280	0,564	0,389	0,816	Valid
Y.10	0,349	0,550	0,451	0,788	Valid
Y.11	0,292	0,617	0,561	0,777	Valid
Y.12	0,339	0,525	0,469	0,808	Valid
Y.13	0,231	0,425	0,448	0,785	Valid
Y.14	0,341	0,379	0,390	0,779	Valid
Y.15	0,363	0,433	0,381	0,763	Valid

The cross-loading value of each statement item for each variable is ≥ 0.70, so it can be concluded that all statement items for each variable—Green Human Capital (X1), Green Relational Capital (X2), Green Structural Capital (X3), and Sustainable Performance (Y)—are declared valid, or discriminant validity has been met.

Based on the table above, it can also be seen that the correlation (cross-loading value) between indicators (statement items) and their constructs (variables) is higher than the correlation of indicators (statement items) with other constructs (other variables), so it can be concluded that all statement items for each variable—Green Human Capital (X1), Green Relational Capital (X2), Green Structural Capital (X3), and Sustainable Performance (Y)—are declared valid, or discriminant validity has been met.

Discriminant Validity

The rule of thumb for cross-loading on discriminant validity is > 0.7 in one variable. The rule of thumb for AVE root is > 0.5, but if the rule of thumb does not reach > 0.5, the results can still be used because the convergent validity results have obtained valid results. The AVE root is used to compare each construct with the correlation between the construct and other constructs in the model (Ghozali & Latan, 2017).

Table 3: Second Fornell-Larcker Value Table

	X1	X2	X3	Y
X1	0,804			

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X2	0,488	0,834		
X3	0,389	0,448	0,811	
Y	0,447	0,666	0,551	0,804

Source: Processed Data, (2025)

The AVE root value of each variable is higher than the correlation between the construct and other constructs, so it can be concluded that all statement items for each variable—Green Human Capital (X1), Green Relational Capital (X2), Green Structural Capital (X3), and Sustainable Performance (Y)—are declared valid, or discriminant validity has been met.

Composite Reliability and Cronbach's Alpha

Composite reliability is used to measure the actual value of the reliability of a construct. Composite reliability is considered better in estimating the internal consistency of a construct. The rule of thumb for composite reliability is> 0.6. Cronbach's alpha is used to measure the lower limit of the reliability value of a construct and ensure the value of composite reliability. The rule of thumb for Cronbach's alpha is> 0.7.

Table 4: Second Cronbach's Alpha and Composite Reliability Values

	Cronbach's alpha	Composite reliability (rho_c)
Green Human Capital (X1)	0,821	0,880
Green Relational Capital (X2)	0,938	0,948
Green Structural Capital (X3)	0,870	0,906
Sustainable Performance (Y)	0,958	0,962

Source: data processed by researchers (2025)

The values of the variables Green Human Capital (X1), Green Relational Capital (X2), Green Structural Capital (X3), and Sustainable Performance (Y) have a Cronbach's alpha value> 0.60 and a composite reliability value> 0.70, so it can be concluded that all variables are stated to be reliable, or construct reliability has been met.

In this section, the author needs to explain the hardware and software used, dataset sources, initial data analysis, results, and results analysis/discussion. Presenting the results with pictures, graphs, and tables is highly recommended. Formulas or

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evaluation measuring tools also need to be included here. There must be a discussion/analysis, and you can't just rewrite the results in sentence form, but you need to provide an explanation of their relationship to the initial hypothesis. In addition, this section needs to discuss and elaborate on important findings.

Inner Model

The second stage in model evaluation is the evaluation of the structural model (inner model). There are several item components that are criteria in assessing the structural model (inner model), namely the f^2 value, R-square value, and significance. The f2 value equal to 0.02, 0.15, or 0.35 can be interpreted as the latent variable predictor having a small, medium, or large influence at the structural level. The R-square value is used to measure the level of variation in changes in the independent variable on the dependent variable. (Jogiyanto & Abdillah, 2014). The R-square values of 0.67, 0.33, and 0.19 indicate that the model is strong, moderate, and weak, respectively Furthermore, the second criterion for assessing the structural model (inner model) is significance. The significance value used (two-tailed) t-value 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%). (Ghozali & Latan, 2016)

R-squared value

Table 5: R-square Value

	R-square	R-square adjusted
Sustainable Performance (Y)	0,530	0,514

The adjusted R-square value of the Sustainable Performance (Y) variable is 0.514, which indicates that the Green Human Capital (X1), Green Relational Capital (X2), and Green Structural Capital (X3) variables are able to explain the Sustainable Performance (Y) variable by 51.4%, which indicates that the model is in the moderate or medium model category.

F-square Value

Table 6: F-Square Value

	f-square
X1 -> Y	0,014

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X2 -> Y	0,346
X3 -> Y	0,142

Source: data processed by researchers (2025)

The interpretation of each influence between variables based on table 4.22 above is as follows:

1. The f-square value of the Green Human Capital (X1) -> Sustainable Performance (Y) path is 0.014 < 0.02, which indicates that the Green Human Capital (X1) variable does not contribute to changes in the R-square value or in increasing the R-square value of the Sustainable Performance (Y) variable.
2. The f-square value of the Green Relational Capital (X2) -> Sustainable Performance (Y) path is 0.346> 0.15, which indicates that the contribution of the Green Relational Capital (X2) variable in changing the R-square value or in increasing the R-square value of the Sustainable Performance (Y) variable is in the moderate influence category.
3. The f-square value of the Green Structural Capital (X3) -> Sustainable Performance (Y) path is 0.142 > 0.02, which indicates that the contribution of the Green Structural Capital (X3) variable in changing the R-square value or in increasing the R-square value of the Sustainable Performance (Y) variable is in the weak influence category.

Hypothesis Test

Hypothesis testing is carried out by looking at the path coefficient value in the inner model. The hypothesis is considered accepted if the t-statistic value is greater than the t-table value of 1.96 (5%). This means that if the t-statistic value for a hypothesis exceeds 1.96, the hypothesis can be accepted or declared proven.

Table 7: Hypothesis Testing

	Coefficient	T statistics	P values
X1 -> Y	0,094	1,131	0,258
X2 -> Y	0,488	5,786	0,000
X3 -> Y	0,296	3,350	0,001

Source: Processed Data, (2025)

The p-value for each variable based on data from table 7 is as follows:

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1. H1: Green human capital has an effect on sustainable performance.
   The path coefficient value of Green Human Capital (X1) -> Sustainable Performance (Y) is positive, which is 0.094, indicating that the Green Human Capital (X1) variable has a positive relationship with the Sustainable Performance (Y) variable. The t statistic value is 0.258 < 1.96, or the p values are 0.258> 0.05, so H1 is rejected, meaning that green human capital does not have an effect on sustainable performance.
2. H2: Green relational capital has an effect on sustainable performance.
   The path coefficient value of Green Relational Capital (X2) -> Sustainable Performance (Y) is positive, which is 0.488, indicating that the Green Relational Capital (X2) variable has a positive relationship with the Sustainable Performance (Y) variable. The t statistic value is 5.786> 1.96, or the p values are 0.000 < 0.05, so H2 is accepted, meaning that Green Relational Capital has an effect on Sustainable Performance.
3. H3: Green structural capital has an effect on sustainable performance.
   The path coefficient value of Green Structural Capital (X3) -> Sustainable Performance (Y) is positive, which is 0.296, indicating that the Green Structural Capital (X3) variable has a positive relationship with the Sustainable Performance (Y) variable. The t statistic value is 3.350 > 1.96, or the p-value is 0.001 < 0.05, so H3 is accepted, meaning that Green Structural Capital has an effect on Sustainable Performance.

DISCUSSION

The Influence of Green Human Capital on Sustainable Performance of MSMEs in Jambi City.

The results of this study were obtained from respondents who are MSME business actors in the food sector who are still unable to create human resources or employees who have knowledge or habits about sustainability because their businesses are not yet able to spend more on special training, supplies, or providing sufficient knowledge to their human resources about sustainability.

These results are in line with the facts in the field, that creating environmentally friendly products/services in Indonesia requires costs that tend to be more expensive than conventional products. There are economies of scale factors at play, so it is not uncommon for production costs to be higher. Producers will also be burdened with the cost of green business training, which is sometimes not cheap and takes up employees'

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productive time. After the product is finished, producers are also faced with the problem of determining the selling price. A relatively higher price will certainly reduce the profit obtained. For this reason, a larger environmentally friendly business ecosystem is needed, which requires support from regulators, business groups, and low-interest financing from various related parties.

The results of this study are in line with research conducted by Yusoff et al., (2019), Zalfa & Novita, (2023), Ni Kadek Nanda Claudia Winyanti et al., (2023), Pendi Ang, (2022) and Yusliza et al., (2020). The results of this study do not support the Resource-Based View (RBV) theory, where this theory highlights the ownership of environmental resources and how companies are able to manage these environmental systems. The importance of effective and efficient management of resource systems by companies can create competitive advantages so that they can produce company value. The results of this study contradict the research conducted by Yong et al., (2019), Nisar et al., (2021), Wang & Juo, (2021), Tunisa et al., (2024), Suci Pranasari, (2023), Ula et al., (2023), A'yuni & Muafi, (2020), Najah et al., (2024), Daisy et al., (2023), Sintia Ayuandira Rahayu, Dedi Mulyadi, (2023), Josephine et al., (2020), Andreas Koli Todo Golo, (2023), and Yusliza et al., (2020), who found that green human capital affects sustainable performance, where the resource-based view theory highlights the importance of human capital to organisational performance to gain competitive advantage among competitors.

The Influence of Green Relational Capital on Sustainable Performance of MSMEs in Jambi City.

The results of this study explain that it is not only a good relationship between MSME food business actors and customers but also a good relationship, good cooperation, and good collaboration between suppliers and the business. The suppliers in question are those who provide sustainable packaging products. MSME actors prioritise good relations with the surrounding environment. By building good cooperation with reliable and quality suppliers and loyal customers who are satisfied with their business. Customer satisfaction with products and services can be seen from repeat purchases and recommending them to others. Thus, if the collaboration between suppliers, business actors, and customers is well established, it can improve sustainable performance in the fashion business.

The results of this study are in line with research conducted by Zalfa & Novita, (2023), Yusoff et al., (2019), Yong et al., (2019), A'yuni & Muafi, (2020), Najah et al.,

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(2024), Daisy et al., (2023), Ni Kadek Nanda Claudia Winyanti et al., (2023), Josephine et al., (2020), Tunisa et al., (2024), Yusliza et al., (2020), Wang & Juo, (2021), Sintia Ayuandira Rahayu, Dedi Mulyadi, (2023), Andreas Koli Todo Golo, (2023) and Suci Pranasari, (2023). The results of this study support the resource-based view theory. This research proves the positive influence between green relational capital and sustainable performance, which means that good cooperation between suppliers, business actors, and customers related to sustainability is one of the indicators that must continue to be considered and improved by an MSME business in order to achieve good sustainable performance. The results of this study contradict the research conducted by Pendi Ang, (2022) which shows that green relational capital has no effect on sustainable performance.

The Influence of Green Structural Capital on Sustainable Performance of MSMEs in Jambi City

These results reflect a significant influence. It can be interpreted that the MSME actors who were respondents in this study have a structured management system so that they can improve the quality of their employees. MSME actors produce environmentally friendly ideas and products as well as adequate investment in environmental protection facilities, which results in MSMEs being able to develop and keep up with the increasingly developing era.

The results of this study are in line with research conducted by Yong et al., (2019), A'yuni & Muafi, (2020), Najah et al., (2024), Daisy et al., (2023), Tunisa et al., (2024), Wang & Juo, (2021), Yusoff et al., (2019), Sintia Ayuandira Rahayu, Dedi Mulyadi, (2023), Andreas Koli Todo Golo, (2023) and Suci Pranasari, (2023).The results of this study are in accordance with the Resource-Based View Theory, which states that companies will have a competitive advantage if they have intangible assets, one of which is green structural capital. This is because most MSMEs have implemented adequate green structural capital, such as having a reward system for employees who have carried out activities related to environmental protection.

The results of this study contradict the research conducted by Zalfa & Novita, (2023), Ni Kadek Nanda Claudia Winyanti et al., (2023), Josephine et al., (2020), and Pendi Ang, (2022), which shows that Green Structural Capital has no effect on sustainable performance.

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CONCLUSIONS

The conclusion of the research results and discussion regarding the influence of green intellectual capital on the sustainable performance of MSMEs in Jambi City is as follows:

Green human capital does not affect the sustainable performance of MSMEs in Jambi City. This result shows that awareness, capacity, and commitment of MSMEs are still minimal towards human resource-based environmental management. Budget limitations, lack of training, and minimal employee understanding of sustainable business practices are the main factors. Green relational capital affects the sustainable performance of MSMEs in Jambi City. This result shows that a good and collaborative relationship between business actors and suppliers, customers, and other partners who are oriented towards environmentally friendly practices can improve the sustainable performance of MSMEs. Green structural capital affects the sustainable performance of MSMEs in Jambi City. These results indicate that systems, structures, and organisational cultures that support environmentally friendly practices can improve the operational effectiveness and competitiveness of MSMEs.

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