



The Influence of Green Entrepreneurial Behavior on The Availability of Wood Raw Materials in Wood Processing Msmes in Ngawi Regency

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Abstract

This study aims to analyze the influence of green entrepreneurial behavior on the availability of wood raw materials among wood-processing MSMEs in Ngawi Regency. The study employed a qualitative approach using a descriptive research design. Data were collected through in-depth interviews, observations, and documentation. The research informants consisted of wood-processing MSME owners, wood raw material suppliers, and relevant institutions. Data analysis was conducted using the Miles and Huberman model through data reduction, data display, and conclusion drawing. The findings indicate that several MSMEs have implemented green entrepreneurial behavior through efficient use of raw materials, utilization of wood waste, use of legally sourced wood, and reduction of production waste. The implementation of such practices helps maintain the continuity of wood raw material availability while supporting business sustainability. However, the implementation of green entrepreneurship still faces several challenges, including limited capital, low understanding of environmentally friendly business practices, and inadequate technological support and training. This study concludes that green entrepreneurial behavior plays an important role in maintaining the availability of wood raw materials and ensuring the sustainability of wood-processing MSMEs in Ngawi Regency.

Keywords : Green entrepreneurship, MSMEs, Wood processing, Sustainability.



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INTRODUCTION

Environmental sustainability issues have become a major concern in global economic development, including in natural resource-based industries such as the wood-processing industry (Melo et al., 2024). Increasing forest exploitation, climate change, and the declining availability of wood raw materials have encouraged many countries to develop the concepts of a green economy and green entrepreneurship. These concepts emphasize that business activities should not only focus on economic profit but also consider environmental preservation and the sustainability of natural resources (Mu'min & Muin, 2024). In the wood-processing industry sector, green entrepreneurial behavior has become increasingly important because this industry is highly dependent on the availability of wood raw materials derived from forest resources (Kartiko, 2025).

In the context of micro, small, and medium enterprises (MSMEs), the implementation of green entrepreneurial behavior is regarded as a strategy to improve the efficiency of raw material utilization, reduce production waste, utilize alternative raw materials, and strengthen sustainable supply chains (Wardani, 2025). Several studies have demonstrated that green entrepreneurial orientation can enhance business sustainability, competitiveness, and green supply chain performance among MSMEs. Furthermore, the development of the green supply chain management paradigm has positioned the selection and management of raw materials as crucial factors in maintaining the continuity of the wood-processing industry (Mulyani et al., 2024).

Ideally, green entrepreneurial behavior among wood-processing MSMEs is expected to create environmentally friendly and sustainable production systems. MSME actors are expected to develop awareness regarding the efficient use of wood raw materials, reforestation practices, the utilization of legal and certified wood, partnerships with community forest farmers, and the implementation of production innovations that can reduce dependence on the exploitation of natural forests (Sudrajat & Yuliana, 2024). In this way, the availability of wood raw materials can be sustainably maintained,

thereby supporting production continuity and long-term business sustainability. In addition, green entrepreneurial behavior is also expected to enhance the competitiveness of MSMEs amid increasing market demand for environmentally oriented products (Kumaat et al., 2025).

Nevertheless, the actual conditions in the field indicate that the availability of wood raw materials remains a major issue for the wood-processing industry in Indonesia, including in Ngawi Regency. The decline in wood supply from natural forests and the increasing industrial demand have intensified competition for raw materials. Previous studies have shown that the wood-processing industry on Java Island has experienced a shift in raw material sources from state forests to community forests due to the increasingly limited supply of timber from natural forests. On the other hand, most wood-processing MSMEs still face limitations in implementing green business practices, particularly in terms of human resources, capital, technology, and access to sustainable raw materials (Prayoga & Soedarto, 2026).

Ngawi Regency is one of the regions experiencing relatively rapid growth in wood-processing MSMEs. Previous studies have noted that the wood-processing MSME sector makes a significant contribution to regional economic growth and employment generation. The Ngawi Regency Government has also introduced the “Green Ngawi” policy as an effort to promote environmentally oriented economic development (Yuwono, 2025). Nevertheless, the implementation of green entrepreneurial behavior among wood-processing MSME actors still faces various challenges, particularly in maintaining the continuity and availability of wood raw materials. Some business actors remain focused on fulfilling short-term production needs, causing the sustainability aspect of raw materials to receive less priority. This condition has the potential to create an imbalance between industrial demand and the future capacity for wood raw material supply.

Based on the above explanation, there is a research gap that warrants further investigation. Previous studies have primarily focused on the influence of green policies on green entrepreneurial behavior among MSMEs, the effect of green entrepreneurial orientation on business sustainability performance, and the implementation of green supply chain management in the wood-processing industry. However, studies specifically analyzing the influence of green entrepreneurial behavior on the availability of wood raw materials among wood-processing MSMEs, particularly in Ngawi Regency, remain very limited. In fact, the availability of raw materials is a strategic factor that determines the sustainability of the wood-processing industry. Therefore, this study is important to provide empirical insight into the extent to which green entrepreneurial behavior can support the sustainable availability of wood raw materials among wood-processing MSMEs in Ngawi Regency.

RESEARCH METHODS

This study employed a qualitative approach using a descriptive research design. The qualitative approach was selected because the study aims to gain an in-depth understanding of the phenomenon of green entrepreneurial behavior and its relationship with the availability of wood raw materials among wood-processing MSMEs in Ngawi Regency (Siagian et al., 2025). Through this approach, the researchers were able to explore the experiences, perspectives, and practices undertaken by business actors in maintaining the sustainability of wood raw materials amid various business challenges (Elisa & Werastuti, 2026). The study was conducted among wood-processing MSMEs located in Ngawi Regency, East Java Province. The research location was selected purposively based on the consideration that Ngawi Regency is one of the regions with relatively developed wood-processing MSME activities and faces dynamic issues related to the availability of wood raw materials (Febrian et al., 2024).

This study utilized both primary and secondary data sources (Sulung & Muspawi, 2024). Primary data were obtained directly through interviews and observations involving wood-processing MSME actors. Meanwhile, secondary data were collected from official documents, government agency reports, scientific articles, research journals, data from the Central Statistics Agency (BPS), and other literature relevant to the research topic. Data collection techniques included: (1) semi-structured interviews to obtain information regarding green entrepreneurship practices and wood raw material management; (2) direct observation of business activities; and (3) documentation in the form of business profiles, production data, and other supporting documents.

The informants were selected using purposive sampling by identifying parties directly related to the research object, including wood-processing MSME actors as the primary informants, wood raw material suppliers, MSME associations, and relevant institutions in Ngawi Regency (Himam & Anam, 2026). The number of informants was determined based on the achievement of data saturation.

Furthermore, data analysis employed the interactive model of Miles and Huberman, which consists of data reduction, data display, and conclusion drawing and verification (Qomaruddin & Sa'diyah, 2024). The validity of the data was examined through source and technique triangulation to ensure the consistency and credibility of the research findings.

RESULTS AND DISCUSSION

Green Entrepreneurial Behavior among Wood-Processing MSMEs

Ngawi Regency is one of the regions in East Java Province experiencing relatively rapid MSME development, including in the wood-processing sector (Hamdani, 2025). The presence of wood-processing MSMEs in Ngawi Regency not only contributes to regional economic growth but also serves as a source of livelihood for the local community and provides employment opportunities for local workers (Setiyono et al., 2025). Most wood-processing MSMEs in this region are engaged in the production of furniture, frames, doors, windows, wooden fences, and various wood-based handicraft products.

Based on the results of observations and interviews, the majority of wood-processing businesses are still home-based enterprises with relatively simple production systems. The production process is carried out using semi-modern equipment and remains highly dependent on manual labor skills. The types of wood commonly used include teak, mahogany, sengon, and other mixed community forest timber obtained from local and external suppliers. In operating their businesses, MSME actors face various challenges, particularly related to the increasingly limited availability of wood raw materials. Several business actors stated that the supply of wood raw materials is not always stable due to seasonal factors, limited yields from community forests, and increasing demand from other wood-processing industries. This condition has caused fluctuations in wood prices and has affected business production costs.

In addition, competition among business actors in obtaining raw materials has become increasingly intense. Some MSMEs with limited capital face difficulties in purchasing raw materials in large quantities, resulting in frequent production delays. On the other hand, growing concern over environmental issues has encouraged some business actors to begin recognizing the importance of using legal and sustainable wood raw materials.

Table 1. Forms of Green Entrepreneurial Behavior Implemented by Wood-Processing MSMEs in Ngawi Regency

No	Form of Green Entrepreneurial Behavior	Implementation by MSMEs
1	Efficient use of wood raw materials	Minimizing wood offcuts during the production process
2	Utilization of wood waste	Processing wood residues into handicrafts, decorations, and fuel materials
3	Use of legally sourced wood	Purchasing wood from certified community forests and legal suppliers
4	Reduction of production waste	Reusing sawdust and leftover materials for other economic purposes
5	Sustainable supplier partnerships	Establishing long-term cooperation with wood suppliers committed to sustainable forestry practices
6	Product innovation	Developing value-added products from production waste and alternative wood materials

Source: Primary data processed by the researchers (2026)

The findings of this study indicate that green entrepreneurial behavior has begun to be implemented by several wood-processing MSME actors in Ngawi Regency, although its implementation remains relatively simple. Green entrepreneurial behavior is reflected in the awareness of business actors to conduct business activities that are not solely oriented toward economic profit but also take environmental sustainability into consideration (Fito & Helmi, 2026). One form of green entrepreneurial behavior identified in this study is the effort to improve the efficiency of wood raw material utilization. Business actors attempt to minimize wood offcuts during the production process in order to avoid raw material waste. Remaining wood pieces that can still be utilized are usually processed into other products such as keychains, small shelves, home decorations, or production fuel. In addition, several business actors have started to select wood raw materials sourced from community forests with clear legal certification. This practice reflects their concern for the sustainability of forest resources and their efforts to maintain product quality. Some business actors also stated that the use of legally sourced wood can enhance consumer trust, particularly among buyers from outside the region who are increasingly concerned with environmental aspects when selecting products.

The implementation of green entrepreneurial behavior is also reflected in the efforts of business actors to reduce production waste. Sawdust and leftover production materials are reused for other purposes, thereby minimizing the amount of waste discarded. Some business actors even utilize sawdust as an additional material for the production of certain products or resell it to other parties. Nevertheless, the findings indicate that the implementation of green entrepreneurial behavior still faces various obstacles. Some business actors do not yet fully understand the concept of green entrepreneurship and remain focused on short-term profits. Limited capital and production technology also serve as barriers to the adoption of more environmentally friendly business practices. In addition, the lack of training and assistance from the government has prevented some MSMEs from developing business innovations based on environmental sustainability.

The availability of wood raw materials is one of the main factors determining the sustainability of wood-processing businesses in Ngawi Regency. Based on interviews with MSME actors, most respondents stated that the supply of wood raw materials has tended to decline in recent years, particularly for high-quality timber such as teak and mahogany. The decline in raw material availability is influenced by several factors, including increasing market demand, limited yields from community forests, and logging restrictions imposed in certain areas (Pebriansah, 2024). In addition, changes in weather and seasonal conditions also affect the distribution process of wood raw materials, resulting in unstable supply availability. This condition has a direct impact on MSME production activities. Business actors frequently experience production delays due to raw material shortages. Some businesses are even forced to reduce production volumes when wood prices increase significantly. Fluctuations in raw material prices have become a serious issue because they affect business profitability and product competitiveness in the market. Most MSME actors obtain wood raw materials through local suppliers and interregional marketing networks. However, competition for raw materials has become increasingly intense due to the large number of wood-processing industries requiring substantial timber supplies. Business actors with greater capital tend to have easier access to raw materials compared to smaller MSMEs with limited business capital.

In response to these conditions, several business actors have begun implementing more efficient raw material management strategies. They seek to reduce raw material waste, utilize alternative types of wood, and make use of production waste in order to minimize the consumption of new timber. These strategies reflect a shift in the mindset of business actors toward more sustainable business practices.

The Influence of Green Entrepreneurial Behavior on the Availability of Wood Raw Materials

The findings of this study indicate that green entrepreneurial behavior has a positive influence on efforts to maintain the availability of wood raw materials among wood-processing MSMEs in Ngawi Regency. Business actors who implement environmentally friendly business principles tend to be more capable of managing raw materials efficiently and maintaining the continuity of business production. The implementation of efficient raw material utilization is one of the key factors in sustaining the continuity of timber supply. Business actors with environmental awareness strive to utilize every part of the wood optimally, thereby reducing the amount of production waste generated (Sisdiyanto, 2025).

Through more efficient raw material utilization, the demand for new timber becomes lower, thereby minimizing pressure on the availability of wood raw materials (Indri, 2025).

In addition, green entrepreneurial behavior also encourages business actors to establish long-term relationships with raw material suppliers that provide legal and sustainable wood sources. Such cooperative relationships help business actors obtain a more stable supply of raw materials compared to those who are only oriented toward short-term purchasing practices (Hidayat, 2023). Several business actors have also begun to innovate in the use of alternative raw materials and the processing of wood waste into products with economic value. These innovations not only help reduce production waste but also generate additional income for business actors. Thus, green entrepreneurial behavior provides dual benefits, namely supporting environmental sustainability while simultaneously improving business economic efficiency (Juliyanti et al., 2024).

Nevertheless, the influence of green entrepreneurial behavior on the availability of wood raw materials has not yet been fully optimal. This is due to the fact that some business actors have not consistently implemented green business principles. Several MSMEs remain focused on fulfilling short-term production needs without considering the long-term sustainability of wood resources.

Green Entrepreneurial Behavior and the Sustainability of Wood Raw Material Availability

The findings of this study indicate that green entrepreneurial behavior has a close relationship with the sustainability of wood raw material availability among wood-processing MSMEs in Ngawi Regency. These findings demonstrate that the higher the level of environmental awareness among business actors, the greater the efforts made to maintain efficient raw material utilization and the sustainability of wood resources (Pradani et al., 2025). Such behavior is reflected through the reduction of production waste, the utilization of wood residues, the use of legally sourced raw materials, and efforts to establish cooperation with sustainable wood suppliers (Sanistasya et al., 2026).

Theoretically, the findings of this study are consistent with the Green Entrepreneurship theory proposed by Nizaar (2022), which states that green entrepreneurship represents a form of business activity that integrates economic objectives with environmental preservation. This theory explains that business actors are not solely oriented toward profit generation but also bear responsibility for the sustainability of natural resources and the environment. In the context of this study, wood-processing MSME actors have begun to demonstrate a shift in business orientation from conventional practices toward business models that place greater emphasis on the sustainability of wood raw materials.

Resource Efficiency and Business Sustainability in Wood-Processing MSMEs

The implementation of raw material efficiency by MSME actors demonstrates an awareness of the limited availability of wood resources. From the perspective of the Resource-Based View (RBV) theory discussed by Zahrotun et al. (2024), resources are strategic factors that determine the sustainability and competitive advantage of a business. Wood raw materials, as the primary resource in the wood-processing industry, must be managed effectively to ensure long-term business survival. Business actors who are capable of managing raw materials efficiently will possess better adaptive capacity compared to businesses that still apply production patterns characterized by excessive raw material consumption (Albariah, 2025).

The findings also indicate that business actors who implement green entrepreneurial behavior tend to be more capable of maintaining production continuity. This is because they possess more structured raw material management strategies, such as the use of alternative raw materials, the utilization of wood waste, and the reduction of production inefficiencies (Yuliyansa & Fitri, 2025). These findings support the concept of Sustainable Development, which emphasizes the importance of balancing economic growth, social sustainability, and environmental preservation (Maulana et al., 2024). In the context of wood-processing MSMEs, green entrepreneurial behavior represents one form of sustainable development implementation because business actors strive to meet production needs without compromising the ability of natural resources to meet the needs of future generations.

Triple Bottom Line Perspective on Green Entrepreneurial Practices

In addition, this study can also be analyzed using the Triple Bottom Line theory introduced by Elkington (1997). This theory explains that business success should not only be measured by economic profit but must also consider social and environmental aspects (Hidayat, 2024). Based on the findings

of this study, several MSME actors in Ngawi Regency have begun to apply these principles through the reduction of production waste and the use of legally sourced wood as forms of environmental responsibility. On the other hand, business sustainability also generates social impacts in the form of employment opportunities and increased income for surrounding communities.

Challenges and Institutional Support for Green Entrepreneurship Implementation

Nevertheless, the implementation of green entrepreneurial behavior among wood-processing MSMEs in Ngawi Regency still faces various obstacles. One of the primary barriers is limited business capital. Most MSMEs remain small-scale enterprises and are therefore unable to adopt more environmentally friendly production technologies. This condition causes business actors to focus more on short-term production sustainability rather than investing in green business practices. From the perspective of organizational behavior theory, this condition indicates that both individual and organizational behavior are strongly influenced by external environmental factors, including economic conditions and access to supporting resources (Darim, 2020).

In addition to limited capital, the low level of understanding among business actors regarding the concept of green entrepreneurship also serves as a barrier to the implementation of sustainable business practices. Some business actors still perceive green business practices as requiring substantial costs and not providing immediate economic benefits. In fact, in the long term, the implementation of green entrepreneurial behavior can improve business efficiency and strengthen product competitiveness in the market. This finding indicates the need for enhanced education and assistance programs for MSME actors to develop a better understanding of the importance of environmentally based business management (Suwaji et al., 2025).

The findings of this study also demonstrate that support from the government and related institutions remains essential in encouraging the implementation of green entrepreneurial behavior among wood-processing MSMEs. Such support may take the form of training programs, assistance with environmentally friendly production technologies, access to green business financing, and the strengthening of regulations related to the use of legal and sustainable wood raw materials. From the perspective of institutional theory, the successful implementation of green business practices is influenced not only by the individual awareness of business actors but also by regulatory support, social norms, and external environmental pressures that encourage organizations to adapt to sustainability demands (Kurniawan et al., 2025).

The findings of this study confirm that green entrepreneurial behavior plays a strategic role in maintaining the availability of wood raw materials and the sustainability of wood-processing MSMEs in Ngawi Regency. The implementation of environmentally oriented business practices can help business actors reduce dependence on new raw materials, improve production efficiency, and strengthen business sustainability amid the limited availability of wood resources. Therefore, the development of green entrepreneurship should become a shared concern among the government, business actors, and society in order to create a more sustainable and environmentally friendly wood-processing industry system.

CONCLUSION

Based on the findings of this study, it can be concluded that green entrepreneurial behavior has a significant influence on the sustainability of wood raw material availability among wood-processing MSMEs in Ngawi Regency. The implementation of green entrepreneurial behavior is reflected in the efforts of business actors to improve the efficiency of raw material utilization, utilize production waste, use legally sourced wood raw materials, and establish cooperation with sustainable wood suppliers. The findings indicate that MSME actors who implement green entrepreneurship principles tend to be more capable of maintaining production continuity and reducing the waste of wood raw materials. In addition to providing environmental benefits, green entrepreneurial behavior also contributes to improving business efficiency and strengthening the long-term sustainability of wood-processing enterprises. Nevertheless, the implementation of green entrepreneurial behavior among wood-processing MSMEs in Ngawi Regency has not yet been fully optimal. Several obstacles remain, including limited capital, a low level of understanding regarding the concept of green business, inadequate environmentally friendly technology, and insufficient training and assistance from the government and related institutions. Support from local governments and related stakeholders is needed through training

programs, mentoring, and policies that support the development of environmentally based MSMEs. Through synergy between business actors and the government, it is expected that the implementation of green entrepreneurial behavior will increase, thereby ensuring the continued availability of wood raw materials and supporting the sustainable development of wood-processing MSMEs in Ngawi Regency..

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