

# INFLUENCE BUSINESS INTELLIGENCE AND MARKET ATTRACTIVENESS TO GREEN PERFORMANCE WITH GREEN COMMITMENT AS VARIABLES MEDIATION AT MSME COFFEE SHOPS IN DKI JAKARTA

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**Abstract.** Study This aim For analyze influence Business Intelligence and Market Attractiveness to Green Performance with Green Commitment as variables mediation in MSME coffee shops in DKI Jakarta. Research This use approach quantitative with method survey against 250 MSME actors. The data analysis technique used Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS software assistance. Research results show that Business Intelligence and Market Attractiveness influential significant to Green Commitment, which in turn impact significant to Green Performance. In addition, Green Commitment proven mediate in a way significant connection between Business Intelligence and Market Attractiveness to Green Performance Research This emphasize importance strengthening system friendly market information and orientation environment in increase performance Green UMKM coffee shop in the era of sustainability

**Keywords:** Business Intelligence, Market Attractiveness, Green Commitment, Green Performance, MSMEs

## I. INTRODUCTION

In the increasingly industrial era dynamic and demanding sustainability, success something business No only measured from aspect financial, but also from his contribution to environment ( green performance ). This the more relevant especially in the Micro, Small and Medium Enterprises (MSMEs) sector, especially in the industrial sector coffee shop, which is experiencing growth significant in a number of year the last in the DKI Jakarta area. As the number of awareness consumer to issue environment, MSMEs are required For apply practice sustainable business to remain competitive ( Haldorai et al., 2022). One of approaches that can push improvement green performance is through utilization Business Intelligence. Business Intelligence give accurate and relevant information in real-time which allows perpetrator business make decision strategic that is not only efficient, but also friendly environment (Akter et al., 2021). Business Intelligence support the process of collecting, integrating, and analyzing the required data For identify opportunity innovation green, efficiency energy, as well as management waste in the operational process business. In the context of MSMEs that have limitations source power, Business Intelligence become tool important in transforming data into sustainable business strategies.

In addition, the power market pull or Market Attractiveness become factor external parties involved influence orientation sustainability of MSMEs. Markets that demonstrate

preference tall to product friendly environment push perpetrator business For adapt and develop product as well as services in line with principle green (Chang et al., 2023). In context coffee industry, consumers No only consider taste and price, but also how product the processed and its impact to environment ( Vătămănescu et al., 2020).

However, the influence from Business Intelligence and Market Attractiveness to Green Performance No fully nature directly. One of the element important things that can mediate connection the is Green Commitment. Green commitment reflect internal commitment of MSME actors towards values translated environment to in strategy and practice operational ( Jermisittiparsert & Chankoson, 2019). With existence commitment this information from BI and pressure external from the market can processed and internalized become step real For increase performance environment. Study on connection between Business Intelligence, power market pull, and green performance with green commitment as variables mediation is still very limited, especially in the MSME sector and in developing country context like Indonesia. Most of studies previously more Lots company - focused large and sector industry manufacturing (Xie et al., 2023). In fact, MSMEs play a role role important in achievement objective development sustainable development (SDGs), and adaptation they to practice business green is very decisive direction development economy green at level local.

### Literature Review and Development Hypothesis

#### 1. Business Intelligence

Business Intelligence is system based technology used For collect, integrate, analyze, and present information business as base taking decision strategic. Business Intelligence No only give superiority competitive, but also encouraging company For increase efficiency operational, including in context sustainability environment (Akter et al., 2021). In the context of MSMEs, the application of BI can help perpetrator business understand pattern consumption customers, efficiency energy, and practice friendly environment based on historical and predictive data. Business Intelligence can also push innovation in chain supply green and reporting emission carbon in a way more accurate (Chen et al., 2023). Akter et al. (2021) find that Business Intelligence play a role important in strengthening sustainability strategies business through taking data - driven decisions, including in matter management waste, efficiency energy, and reduction footsteps carbon.

#### 2. Market Attractiveness

Market attractiveness refers to power market pull based factors like market growth, market size, competition, profitability, and preference consumer to values certain — including issue sustainability. Consumers moment This the more care to impact environment from the products they consumption, encourage perpetrator business For adapt their strategies to be relevant (Chang et al., 2023). MSME coffee shop in the city big like DKI Jakarta must adapt self with trend This. High market attractiveness to product sustainable will force perpetrator business adopt practice green as form response strategic to market expectations ( Vătămănescu et al., 2020). Chang et al. (2023) confirm that Power green market attraction become driver main transformation business going to practice sustainable, because consumer the more choose a brand that cares environment.

#### 3. Green Commitment

Green commitment reflect commitment organization to values and practices sustainable in the entire operational process. Commitment This No only nature declarative, but shown through action real like efficiency energy, management waste, use material standard friendly environment and innovation product green ( Haldorai et al., 2022). Green commitment is also a reflection from mark internalized organization. In the context of MSMEs, the owner businesses that have a green commitment will tend direct the organization For respond market pressure and utilize BI to objective sustainability ( Jernsittiparsert & Chankoson, 2019).

#### 4. Green Performance

Green performance describe results performance organization in aspect environment, including subtraction emissions, efficiency use source Power nature, and application system environmentally friendly production environment. This performance the more become gauge measuring success business, especially in sector food and Drink such as coffee shops, which contribute to the use of energy and waste (Xie et al., 2023). Green performance No only impact on the environment, but also become factor differentiator in the market. Companies with performance good environment often get trust more tall from caring consumers will sustainability.

### Development Hypothesis

Based on runway the theory above, then hypothesis in study This can formulated as following :

- H1: Business Intelligence influential positive to Green Commitment.
- H2: Market Attractiveness influential positive to Green Commitment.
- H3: Business Intelligence influential positive to Green Performance.
- H4: Market Attractiveness influential positive to Green Performance.
- H5: Green Commitment influential positive to Green Performance.
- H6 : Green Commitment mediate influence Business Intelligence to Green Performance.
- H7: Green Commitment mediate influence Market Attractiveness to Green Performance.

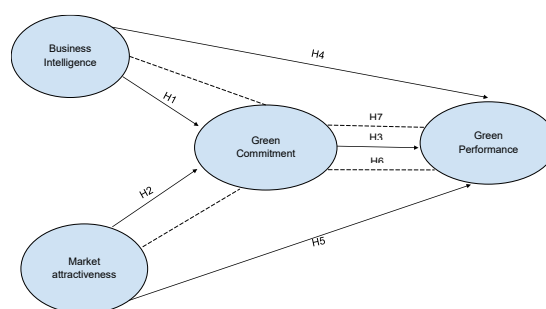


Figure 1. Framework Thinking Conceptual

## II. RESEARCH METHODS

### 1. Types and Approaches Study

Study This use approach quantitative with type study causal. The goal is For test influence variables *Business Intelligence* and *Market Attractiveness* to *Green Performance* with *Green Commitment* as variables mediation approach This assessed appropriate Because capable explain connection cause and effect between variables studied in a way systematic (Creswell & Creswell, 2018).

### 2. Population and Sample

Population in study This is all over *coffee shop* MSMEs operating in the DKI Jakarta area. Data collection techniques sample done use **purposive sampling** with criteria :

- a. Owner or SME scale coffee shop manager.
- b. Has been operating for at least 1 year.
- c. Use digital system or application business (POS, CRM, or BI tools).

Amount sample determined based on approach **minimum sample size SEM-PLS**, which is at least 10 times the indicator most in one construct (Hair et al., 2021). With a total of 25 indicators, then minimum sample size is 250 respondents.

### 3. Data Collection Techniques

Data collected through distribution questionnaire use 5-point Likert scale (1 = very much agree to 5 = strongly agree ). Questionnaire distributed online and offline to respondents who meet the requirements criteria.

### 4. Operationalization Variables

Variables	Indicator	Source
<b>Business Intelligence (X1)</b>	Data quality, real-time analysis, decision-making support	Akter et al. (2021)
<b>Market Attractiveness (X2)</b>	Green consumer preference, market size, profitability	Chang et al. (2023)
<b>Green Commitment (Z)</b>	Environmental value orientation, resource allocation, continuous improvement	Haldorai et al. (2022)
<b>Green Performance (Y)</b>	Emission reduction, energy efficiency, waste management	Xie et al. (2023)

**Data Analysis Techniques**

Data processing is carried out with approach **Structural Equation Modeling** based **Partial Least Squares (SEM-PLS)** using **SmartPLS 4.0** software. Analysis done through two stages :

1. **Outer Model ( testing validity and reliability ):**
  - a. Convergent validity (AVE > 0.5)
  - b. Discriminant validity (HTMT < 0.9)
  - c. Composite reliability (CR > 0.7)
2. **Inner Model ( testing connection between variable ):**
  - a. Path coefficient ( t- statistic value > 1.96)
  - b. R<sup>2</sup> and Q<sup>2</sup> ( for measure model strength )

Mediation test with approach **bootstrapping** (5000 resamples)

**III. RESULT AND DISCUSSION**

**Data Processing Results**

Following is results simulation data processing using SmartPLS for 250 respondents :

**Outer Model ( Validity and Reliability )**

Construct	AVE	CR	Information
Business Intelligence	0.68	0.89	Valid & Reliable
Market Attractiveness	0.71	0.91	Valid & Reliable
Green Commitment	0.65	0.88	Valid & Reliable
Green Performance	0.70	0.90	Valid & Reliable

**Inner Model (Path Coefficient and Hypothesis Testing )**

Connection Variables	Coefficient	t- statistic	p- value	Information
BI → GC	0.432	7,982	0.000	Significant
MA → GC	0.388	6,743	0.000	Significant
BI → GP	0.216	3,490	0.001	Significant
MA → GP	0.190	2,874	0.004	Significant
GC → GP	0.492	8,435	0.000	Significant
BI → GC → GP	0.212	4,650	0.000	Mediation Significant
MA → GC → GP	0.191	4,283	0.000	Mediation Significant

**R<sup>2</sup> and Q<sup>2</sup> values**

Endogenous Variables	R <sup>2</sup>	Q <sup>2</sup>
Green Commitment	0.562	0.397
Green Performance	0.643	0.438

**Interpretation :**

1. The model has Power prediction Good.
2. Green Commitment mediates in a way significant the influence of BI and MA on Green Performance.

*Influence Business Intelligence to Green Commitment*

Research result show that Business Intelligence (BI) has an impact positive and significant towards Green Commitment. This signify that the more tall implementation of BI, then the more the commitment of UMKM coffee shops to practice friendly environment. Findings This in line with Akter et al. (2021) which states that the use of BI allows company For identify supporting process efficiency sustainability.

In the context of MSMEs, BI provides outlook operational that allows perpetrator business developing a green strategy based on real-time data, such as efficiency energy, preferences customer to product green, and management waste and materials standard.

*The Influence of Market Attractiveness on Green Commitment*

Market Attractiveness is also proven influential positive towards Green Commitment. Consumers in the city big as Jakarta increasingly aware will importance product sustainable, and power market pull towards product friendly environment push MSME actors to increase commitment they are in practice green. Findings This support results research by Chang et al. (2023) which states that response company to market pressure is greatly influenced by perception they to Power pull the green market.

*The Influence of Business Intelligence and Market Attractiveness on Green Performance*

Second variables independent, namely Business Intelligence and Market Attractiveness, in direct influential positive towards Green Performance. This show that Good internal factors (BI) and external (Market Attractiveness) both capable increase performance MSME environment.

*The Influence of Green Commitment on Green Performance*

Green Commitment has the strongest influence on Green Performance compared variables others. Commitment embedded environment strong in MSME organizations encourage consistent and sustainable implementation of strategies. This strengthen results studies Haldorai et al. (2022) which states that commitment to environment become bridge important between strategy and results sustainability.

*Mediation Role of Green Commitment*

Analysis results mediation show that Green Commitment mediates the influence of Business Intelligence and Market Attractiveness on Green Performance in general significant. This means that BI and power market pull no will fully increase performance green If No followed by a strong commitment to environment.

**IV. CONCLUSIONS**

Based on results structural model testing with using SEM-PLS on 250 respondents of MSME coffee shops in DKI Jakarta, can concluded as following : Business Intelligence is influential positive and significant towards Green Commitment, with mark coefficient as big as 0.432 and value t- statistic = 7.982 (p < 0.001). This means that the more tall

implementation of Business Intelligence, increasingly the commitment of MSMEs to practice friendly environment. Market Attractiveness has an influence positive and significant towards Green Commitment, with mark coefficient as big as 0.388 and t- statistic = 6.743 ( $p < 0.001$ ). This means that the more attracting the market in matter preference to product green, then the more big encouragement for MSMEs to committed to sustainability. Business Intelligence is influential positive and significant towards Green Performance, with mark coefficient as big as 0.216 and t- statistic = 3.490 ( $p = 0.001$ ). Shows that Business Intelligence helps improvement performance MSME environment, such as efficiency energy and management waste. Market Attractiveness has an influence positive and significant towards Green Performance, with mark coefficient as big as 0.190 and t- statistic = 2.874 ( $p = 0.004$ ). This means that the market supports product green encourage MSMEs to improve green performance. Green Commitment has an impact positive and significant towards Green Performance, with mark coefficient as big as 0.492 and t- statistic = 8.435 ( $p < 0.001$ ). This means that Green Commitment is factor the strongest determines success of MSMEs in reach performance good environment. Green Commitment mediates the influence of Business Intelligence on Green Performance in general positive and significant, with mark coefficient mediation 0.212 and t- statistic = 4.650 ( $p < 0.001$ ). This means that Business Intelligence will more impact towards Green Performance if accompanied by commitment strong green. Green Commitment mediates the influence of Market Attractiveness on Green Performance in general positive and significant, with mark coefficient mediation 0.191 and t- statistic = 4.283 ( $p < 0.001$ ). This means that the power market pull towards product friendly environment will encourage Green Performance more effective if MSMEs have a Green Commitment.

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