

ABSTRACT

The fashion industry is one of the leading creative economy sectors in Bandung, dominated by Micro, Small, and Medium Enterprises (MSMEs). Despite its substantial contribution to the economy, this sector also has a significant negative impact on the environment, including textile waste and high energy consumption. In the context of transitioning toward sustainability, the implementation of Green Business Process Management (Green BPM) becomes a strategic approach. However, it remains unclear how prepared micro fashion MSMEs in Bandung are in fully adopting Green BPM principles.

This study aims to assess the maturity level of Green BPM among micro fashion MSMEs in Bandung and to identify the inhibiting factors in its implementation. The main research questions are: what is the maturity level of Green BPM in Bandung's micro fashion MSMEs, and what factors hinder its adoption? To address these questions, the research uses the six-dimensional Green BPM framework: green attitude, green strategy, green governance, green modeling, green monitoring, and green optimization.

This study applies an exploratory qualitative approach. Data were collected through in-depth interviews with micro fashion business owners in Bandung who are directly involved in operational decision-making. The data were analyzed using thematic coding, following the stages of data reduction, data display, and conclusion drawing, based on the six dimensions of Green BPM.

The findings reveal that four out of five respondents are at Level 1 of Green BPM maturity, meaning they demonstrate early awareness and initiative but have not yet implemented it in a structured manner. One respondent shows characteristics approaching Level 2, indicating more planned systems and stronger sustainable business approaches. The key barriers identified include limited human resources, lack of technical knowledge, high implementation costs, and the absence of adequate monitoring and environmental evaluation systems.

This research contributes to the development of Green BPM literature within the micro fashion sector and provides a strategic foundation for policymakers and stakeholders in designing targeted sustainability programs. It is recommended that collaboration among MSME actors, academics, and government be strengthened to advance Green BPM maturity toward a more environmentally sustainable and competitive fashion industry.

Keywords: Green BPM, fashion MSMEs, sustainability, maturity level, Bandung.