

ABSTRACT

This study aims to analyze the influence of corporate environmental concern and green technology on marketing performance, mediated by green innovation and consumer green empowerment. The research adopts the Service-Dominant Logic (SDL) perspective, which emphasizes value co-creation between companies and consumers. A quantitative approach was employed using a closed-ended questionnaire with a 1–10 interval scale. Data were collected from 150 respondents representing small and medium enterprises (SMEs) in the sustainable clothing line sector in Indonesia, who operate online businesses through the Shopee platform. The questionnaire was distributed online via Google Forms.

Data analysis was conducted using the Structural Equation Modeling (SEM) method with the AMOS software. The findings reveal that both environmental concern and green technology significantly influence green innovation. Green innovation positively impacts consumer empowerment, but does not have a direct significant effect on marketing performance. Conversely, consumer green empowerment plays a significant role in enhancing marketing performance. These findings offer theoretical contributions to the development of sustainable marketing based on SDL, and provide practical implications for SMEs to enhance competitiveness by integrating green technology, eco-friendly innovation, and active consumer engagement into their marketing strategies.

Keywords: *Environmental concern, green SMEs, sustainable clothing*

