**PENGARUH *GREEN SUPPLY CHAIN MANAGEMENT***

**TERHADAP *ENVIRONMENT* DAN *SUPPLY CHAIN PERFORMANCE***

PADA USAHA MIKRO, KECIL DAN MENENGAH DI PROVINSI JAWA BARAT

# JURNAL TESIS

Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister Teknik Program Studi Magister Teknik Industri



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**BANDUNG 2022**

# ABSTRACT

*The purpose of this study was to determine and analyze the effect of Green Supply-Chain Management Implementation on Environment Performance and Supply Chain Performance in Micro, Small and Medium Enterprises in West Java Province. The research method used in this study is Structural Equation Modeling with the help of SMARTPLS software, with a sample of 274 people from 873 populations of Business, Micro, Small and Medium Enterprises in West Java Province. The results of the study show the following: First, Green Purchasing has a positive effect on Environment Performance; Second, Eco Design has a positive effect on Environment Performance; Third, Reverse Logistics has a positive effect on Environment Performance; Fourth, Legislation and Regulation have a positive effect on Environment Performance; Fifth, Green Purchasing has a positive effect on Supply Chain Performance; Sixth, Eco Design has a positive effect on Supply Chain Performance; Seventh, Reverse Logistics has a positive effect on Supply Chain Performance; Eighth, Legislation and Regulation have a positive effect on Supply Chain Performance; Ninth, Environmental Performance has a positive effect on Supply Chain Performance for Micro, Small and Medium Enterprises in West Java Province.*

***Keywords****: GSCM, Environment Performance and Supply Chain Performance*

# ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Implementasi Green Supply Chain Management* terhadap *Environment Performance* dan *Supply Chain Performance* pada Usaha Mikro, Kecil dan Menengah di Provinsi Jawa Barat. Metode Penelitian yang digunakan dalam penelitian ini adalah *Structural Equation Modeling* dengan dibantu software SMARTPLS, dengan sampel berjumlah 274 orang dari 873 orang populasi pelaku Usaha, Mikro, Kecil dan Menengah di Provinsi Jawa Barat. Hasil penelitian menunjukkan sebagai berikut : *Pertama*, *Green Purchasing* berpengaruh positif terhadap *Environment Performance; Kedua, Eco Design* berpengaruh positif terhadap *Environment Performance; Ketiga, Reverse Logistics* berpengaruh positif terhadap *Environment Performance; Keempat, Legislation dan Regulation* berpengaruh positif terhadap *Environment Performance, Kelima,Green Purchasing* berpengaruh positif terhadap *Supply Chain Performance; Keenam, Eco Design* berpengaruh positif terhadap *Supply Chain Performance; Ketujuh, Reverse Logistics* berpengaruh positif terhadap *Supply Chain Performance; Kedelapan, Legislation dan Regulation* berpengaruh positif terhadap *Supply Chain Performance, Kesembilan, Environmental Performance* berpengaruh positif terhadap *Supply Chain Performance* pada pelaku Usaha Mikro, Kecil dan Menengah di Provinsi Jawa Barat

**Kata Kunci**: *GSCM, Environment Performance and Supply Chain Performance*

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