

Pengaruh green supply chain activities terhadap supply chain performance dimediasi oleh operational performance pada usaha kecil dan menengah di JABODETABEK = The Effect of green supply chain activities on supply chain performance mediated by operational performance in small and medium enterprises in JABODETABEK

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Abstrak

**ABSTRAK
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Skripsi ini meneliti tentang pengaruh penerapan sejumlah aktivitas dalam green supply chain management (GSCM), terhadap operational performance dan supply chain performance pada Usaha Kecil dan Menengah (UKM) di JABODETABEK. Responden dari penelitian ini melibatkan 70 responden yang merupakan pemilik dan manajer dari UKM dengan bidang usaha umum yang berlokasi di JABODETABEK. Penelitian ini menggunakan metode analisis data berupa Partial Least Square (PLS) dengan software SmartPLS versi 3. Hasil yang diperoleh adalah terdapat pengaruh positif dari aktivitas reverse logistics dan green manufacturing terhadap operational performance dan terdapat pengaruh positif dari operational performance terhadap supply chain performance. Selain itu hasil analisis turut menunjukkan adanya pengaruh langsung dari reverse logistics dan green manufacturing terhadap supply chain performance. Hasil ini menunjukkan perlu adanya perencanaan dan pemilihan atas aktivitas yang tepat dalam penerapan GSCM pada UKM di JABODETABEK, melalui penerapan aktivitas GSCM yang tepat pada kegiatan UKM dapat mempengaruhi secara positif performa dari operasional UKM, bahkan turut mempengaruhi secara langsung performa dari rantai pasokan UKM.

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**ABSTRACT
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This thesis examines the effect of implementing a number of activities in green supply chain management (GSCM), on operational performance and supply chain performance in Small and Medium Enterprises (SMEs) in JABODETABEK. Respondents from this study involved 70 respondents who were owners and managers of SMEs with general business fields located in JABODETABEK. This research uses data analysis method in the form of Partial Least Square (PLS) with SmartPLS version 3. The results obtained are there are positive effects of the activities of reverse logistics and green manufacturing on operational performance and there is a positive effect of operational performance on supply chain performance. In addition, the results of the analysis also showed the direct influence of reverse logistics and green manufacturing on supply chain performance. These results indicate the need for planning and selection of appropriate activities in GSCM implementation for SMEs in JABODETABEK, through the application of appropriate GSCM activities in SME activities that can positively influence the performance of SME operations, and even directly influence the performance of SME supply chains.