

Analisis hubungan praktik dan kinerja green supply chain management pada Usaha Mikro Kecil dan Menengah (UMKM) di Indonesia =
Analysis of the relationship between practices and performance of green supply chain management in Indonesian Micro, Small, and Medium Enterprises (MSMEs)

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Abstrak

Salah satu penyumbang pencemaran lingkungan di negara berkembang adalah usaha mikro kecil dan menengah yang disebabkan oleh proses rantai pasok yang tidak ramah lingkungan. Penelitian ini membahas mengenai praktik green supply chain management (GSCM) terhadap kinerja lingkungan dan biaya operasional pada usaha mikro kecil dan menengah (UMKM) industri makanan dan minuman di Indonesia. Terutama untuk meneliti dengan adanya ecocentricity dan traceability rantai pasok yang memoderasi antara praktik GSCM dengan kinerja lingkungan dan biaya operasional. Metode judgement sampling digunakan dalam penelitian ini dan terdapat 93 responden yang berkontribusi. Kuesioner penelitian disebarkan secara daring dan data dianalisis dengan menggunakan pemodelan Partial Least Square-Structured Equation Modeling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa praktik green supply chain management memiliki hubungan yang signifikan terhadap kinerja lingkungan maupun biaya operasional UMKM industri makanan dan minuman di Indonesia. Ecocentricity rantai pasok memoderasi dalam hubungan praktik GSCM dengan kinerja lingkungan maupun biaya operasional. Namun, traceability rantai pasok tidak memoderasi dalam hubungan praktik GSCM dengan kinerja lingkungan maupun biaya operasional.

.....One of the contributors to environmental pollution in developing countries is micro, small, and medium enterprises caused by supply chain processes that are not environmentally friendly. This study discusses green supply chain management (GSCM) practices on environmental performance and operational costs in micro, small and medium enterprises (MSMEs) in Indonesia's food and beverage industry. Especially to examine the existence of supply chain ecocentricity and traceability that moderates GSCM practices with environmental performance and operational costs. The judgment sampling method was used in this study, and 93 respondents contributed. Research questionnaires were distributed online, and data were analyzed using Partial Least Square-Structured Equation Modeling (PLS-SEM). The results of this study indicate that green supply chain management practices have a significant relationship to environmental performance and operational costs of MSMEs in the food and beverage industry in Indonesia. Supply chain ecocentricity moderates the relationship between GSCM practices, environmental performance, and operating costs. However, supply chain traceability does not moderate the relationship between GSCM practices, environmental performance, and operational costs.