

**PENGARUH *GREEN SUPPLY CHAIN MANAGEMENT* (GSCM)
TERHADAP KINERJA BISNIS DI MEDIASI KINERJA LINGKUNGAN
DAN KINERJA OPERASIONAL PADA UMKM BATIK DI KABUPATEN
BANTUL**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green supply chain management* (GSCM) terhadap kinerja bisnis dimediasi oleh kinerja lingkungan dan kinerja operasional pada UMKM Batik di kabupaten Bantul. Pendekatan yang digunakan dalam penelitian ini merupakan pendekatan kuantitatif dengan kuesioner sebagai alat pengumpulan data primer menggunakan sampel sebanyak 55 responden. Pengujian hipotesis menggunakan teknik analisis Partial Least Square (PLS) dengan alat analisis SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa:

1. *Green Supply Chain Management* (GSCM) berpengaruh positif dan signifikan terhadap Kinerja lingkungan.
2. *Green Supply Chain Management* (GSCM) berpengaruh positif dan tidak signifikan terhadap kinerja operasional
3. *Green Supply Chain Management* (GSCM) berpengaruh positif dan signifikan terhadap kinerja bisnis.
4. Kinerja lingkungan berpengaruh positif dan tidak signifikan terhadap kinerja bisnis.
5. Kinerja operasional berpengaruh positif dan signifikan terhadap *B* kinerja bisnis.
6. Kinerja lingkungan tidak memediasi pengaruh *Green Supply Chain Management* (GSCM) terhadap kinerja bisnis.
7. kinerja operasional tidak memediasi pengaruh *Green Supply Chain Management* (GSCM) terhadap kinerja bisnis.

Kata kunci: *Green Supply Chain Management*, GSCM, Kinerja Bisnis, Kinerja Lingkungan, Kinerja Operasional, UMKM.

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BUSINESS PERFORMANCE DIMEDIASI OLEH *ENVIRONMENTAL
PERFORMANCE* DAN *OPERATIONAL PERFORMANCE* PADA UMKM
BATIK DI KABUPATEN BANTUL**

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ABSTRACT

This study aims to analyze the influence of green supply chain management (GSCM) on business performance, mediated by environmental performance and operational performance, among batik small and medium-sized enterprises (SMEs) in Bantul Regency. The research employs a quantitative approach, with questionnaires serving as the primary data collection instrument and a sample of 55 respondents. Hypothesis testing was conducted using Partial Least Square (PLS) analysis via SmartPLS 4.0 software. The findings reveal that: 1. Green supply chain management (GSCM) positively and significantly influences environmental performance. 2. Green supply chain management (GSCM) positively but insignificantly influences operational performance. 3. Green supply chain management (GSCM) positively and significantly influences business performance. 4. Environmental performance positively but insignificantly business performance. 5. Operational performance positively and significantly influences business performance. 6. Environmental performance does not mediate the influence of green supply chain management (GSCM) on business performance. 7. Operational performance does not mediate the influence of green supply chain management (GSCM) on business performance.

Keywords: Green supply chain management, GSCM, Business Performance, Environmental Performance, Operational Performance, SMEs.