

**PENGARUH *SUPPLY CHAIN INTEGRATION* TERHADAP
ENVIRONMENTAL PERFORMANCE MELALUI
*SUPPLY CHAIN TRANSPARENCY***

(Studi Pada UMKM Kerajinan di Kasongan)

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ABSTRACT

This study aimed to analyze the effect of supply chain integration, consisting of customer integration, supplier integration, and internal integration, on environmental performance, with supply chain transparency as a mediating variable, in craft MSMEs in Kasongan, Bantul Regency. This study employed a quantitative approach with a survey method involving 82 respondents selected through purposive sampling. Data were analyzed using PLS-SEM with SmartPLS 4. The results showed that supplier integration and internal integration had a positive and significant effect on supply chain transparency, while customer integration did not have a significant effect. Supply chain transparency had a positive and significant effect on environmental performance. In addition, supply chain transparency significantly mediated the effect of supplier integration and internal integration on environmental performance, but did not significantly mediate the effect of customer integration.

Keywords: *supply chain integration, customer integration, supplier integration, internal integration, supply chain transparency, environmental performance.*