ABSTRACT

THE EFFECT OF SUPPLY CHAIN INTEGRATION AND SUPPLY CHAIN TRANSPARENCY ON THE ENVIRONMENTAL PERFORMANCE OF MSMES, WITH ENVIRONMENTAL UNCERTAINTY AS A MODERATING VARIABLE (A Study of Garment MSMEs in Yogyakarta City)

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ABSTRACT

This study aims to analyze the effects of supply chain integration and supply chain transparency on the environmental performance of MSMEs with environmental uncertainty as a moderating variable among garment MSMEs in Yogyakarta City. The research approach used is quantitative, with data collected through a survey using a questionnaire distributed to owners or managers of garment MSMEs in Yogyakarta City. The sampling technique used was purposive sampling, and the data analysis technique employed was Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using the SmartPLS 4.1.1.7 software. The results of the study indicate that customer integration has a significant effect on supply chain transparency, whereas supplier integration does not have a significant effect on supply chain transparency in garment MSMEs. Internal integration was found to have a significant effect on supply chain transparency, and supply chain transparency has a significant effect on the environmental performance of MSMEs. The moderation effect test showed that environmental uncertainty does not significantly moderate the influence of customer integration or internal integration on supply chain transparency. Conversely, environmental uncertainty was found to significantly weaken the influence of supplier integration on supply chain transparency in garment MSMEs in Yogyakarta City.

***Keywords**: Supply Chain Integration, Supply Chain Transparency, Environmental Performance, Environmental Uncertainty,*