PENGARUH *INTERNAL CSR* DAN *EXTERNAL CSR* TERHADAP *SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS* (SCPP) DENGAN *GREEN SUPPLY CHAIN MANAGEMENT* (GSCM) SEBAGAI VARIABEL MEDIASI

(Studi Pada UMKM Tempe dan Tahu di Kabupaten Sukoharjo, Jawa Tengah)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Internal Corporate Social Responsibility* dan *External Corporate Social Responsibility* terhadap *Sustainable Consumption and Production Patterns* dengan *Green Supply Chain Management* sebagai variabel mediasi pada UMKM tempe dan tahu di Kabupaten Sukoharjo. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner kepada 100 pemilik atau pengelola UMKM tempe dan tahu. Teknik analisis data menggunakan *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Internal CSR* dan *External CSR* berpengaruh positif dan signifikan terhadap *Green Supply Chain Management*. *Green Supply Chain Management* berpengaruh positif dan signifikan terhadap *Sustainable Consumption and Production Patterns*. Selain itu, *Green Supply Chain Management* memediasi pengaruh *Internal CSR* dan *External CSR* terhadap *Sustainable Consumption and Production Patterns*. Temuan ini menunjukkan bahwa tanggung jawab sosial internal dan eksternal dapat mendorong keberlanjutan UMKM melalui penerapan rantai pasok hijau.

Kata Kunci: *internal corporate social responsibility*, *external corporate social responsibility*, *green supply chain management*, *sustainable consumption and production patterns*, UMKM tempe dan tahu

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ABSTRACT

This study aims to analyze the effect of Internal Corporate Social Responsibility and External Corporate Social Responsibility on Sustainable Consumption and Production Patterns, with Green Supply Chain Management as a mediating variable in tempe and tofu MSMEs in Sukoharjo Regency. This study uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to 100 owners or managers of tempe and tofu MSMEs. The data were analyzed using Partial Least Square Structural Equation Modelling (PLS-SEM). The results show that Internal CSR and External CSR have a positive and significant effect on Green Supply Chain Management. Green Supply Chain Management has a positive and significant effect on Sustainable Consumption and Production Patterns. Furthermore, Green Supply Chain Management mediates the effect of Internal CSR and External CSR on Sustainable Consumption and Production Patterns. These findings indicate that internal and external social responsibility can encourage MSME sustainability through green supply chain practices.

Keywords: *internal corporate social responsibility*, *external corporate social responsibility*, *green supply chain management*, *sustainable consumption and production patterns*, tempe and tofu MSMEs