

PENGARUH *INSTITUTIONAL PRESSURES (IP)* DAN *GREEN SUPPLY CHAIN MANAGEMENT (GSCM) PRACTICES* TERHADAP *FIRM PERFORMANCE* PADA PERUSAHAAN MANUFAKTUR DI JAWA TIMUR

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ABSTRAK

Penelitian ini dilakukan bertujuan untuk menguji pengaruh *Institutional Pressures (IP)* Terhadap *Green Supply Chain Management (GSCM) Practices* dan *Firm Performance* pada perusahaan manufaktur di Jawa Timur. Jenis penelitian yang digunakan yaitu penelitian kuantitatif dengan menggunakan aras interval 1 sampai dengan 5. Data yang diambil sebanyak 46 responden dari penyebaran online. Data yang didapat digunakan untuk menguji hipotesis yang ada menggunakan metode SPSS (*Package for Social Sciences*) dengan *software IBM SPSS Statistic* versi 24 untuk uji validitas dan uji reabilitas. Kemudian, untuk menguji model penelitian digunakan metode PLS-SEM (*Partial Least Square - Structural Equation Model*) dengan *software SmartPLS 3.0*. Hasil penelitian menyatakan bahwa *institutional pressures (IP)* berpengaruh positif terhadap *green supply chain management (GSCM) practices*, *green supply chain management (GSCM) practices* berpengaruh positif terhadap *firm performance*

Kata Kunci : *Institutional Pressures, Supply Chain Management, Green Supply Chain Management (GSCM) Practices, Firm Performance*

***THE EFFECT OF INSTITUTIONAL PRESSURES (IP) AND GREEN
SUPPLY CHAIN MANAGEMENT (GSCM) PRACTICES ON FIRM
PERFORMANCE IN MANUFACTURING COMPANIES IN EAST JAVA***

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ABSTRACT

This study was conducted to examine the effect of institutional pressures (ip) on green supply chain management (gscm) practices and firm performance at manufacturing companies in east java. This type of research is quantitative research using an interval level of 1 to 5. The data taken was 46 respondents from online distribution. The data obtained were used to test the existing hypotheses using SPSS (Package for Social Sciences) method with IBM SPSS Statistic version 24 software for validity and reliability tests. PLS-SEM (Partial Least Square - Structural Equation Model) method with SmartPLS 3.0 software was used to test the research model. The results of the study showed that institutional pressure (IP) has a positive effect on green supply chain management (GSCM) practices, green supply chain management (GSCM) practices has a positive effect on firm performance

Keyword : Institutional Pressures, Supply Chain Management, Green Supply Chain Management (GSCM) Practices, Firm Performance