RINGKASAN

Penelitian ini membahas isu krusial pencemaran lingkungan di Indonesia, yang memiliki skor keberlanjutan lingkungan terendah kedua di Asia Tenggara. Penelitian ini mengemukakan bahwa *Green supply chain management* (GSCM) dapat menjadi solusi yang layak untuk mengurangi masalah lingkungan dengan mengintegrasikan praktik ramah lingkungan ke dalam operasi rantai pasokan. Data dikumpulkan dari 99 responden yang terdiri dari manajer dan karyawan perusahaan publik di Indonesia melalui kuesioner terstruktur. Analisis dilakukan menggunakan Metode Pemodelan Persamaan Struktural (SEM) dengan Smart PLS.

Penelitian ini menyelidiki hubungan antara GSCM (variabel independen), Kinerja Lingkungan (EP) (variabel mediasi), Kinerja Keuangan (FP) dan Kinerja Operasional (OP) (variabel dependen), dan Religiusitas (variabel moderasi). Temuan menunjukkan bahwa GSCM berpengaruh positif terhadap kinerja lingkungan, keuangan, dan operasional. Selain itu, kinerja lingkungan secara signifikan memengaruhi baik kinerja keuangan maupun operasional. Namun, religiusitas tidak memoderasi hubungan antara GSCM dan kinerja lingkungan.

Kurangnya moderasi oleh religiusitas disebabkan oleh praktik lingkungan dalam konteks profesional yang terutama didorong oleh kebijakan organisasi dan kepatuhan terhadap regulasi, bukan oleh keyakinan agama individu. Implementasi praktik hijau sering kali memerlukan upaya kolektif yang melampaui nilai-nilai pribadi.

Penelitian ini menekankan pentingnya mengadopsi praktik GSCM untuk meningkatkan kinerja lingkungan dan bisnis di perusahaan-perusahaan Indonesia. Meskipun religiusitas tidak menunjukkan efek moderasi yang signifikan, menumbuhkan kesadaran lingkungan dalam budaya korporat tetap penting. Penelitian selanjutnya dapat mengeksplorasi variabel moderasi lainnya yang mungkin mempengaruhi efektivitas GSCM terhadap kinerja lingkungan dan bisnis.

Kata kunci: *Green supply chain management, Environmental performance, Religiosity, Financial performance, Operational performance*

SUMMARY

This study addresses the critical issue of environmental pollution in Indonesia, which has the second lowest environmental sustainability score in Southeast Asia. The research posits that Green supply chain management (GSCM) could be a viable solution to mitigate environmental issues by integrating eco- friendly practices into supply chain operations. Data was collected from 99 respondents, comprising managers and employees from publicly listed companies in Indonesia, through a structured questionnaire. The analysis was conducted using Structural Equation Modeling (SEM) with Smart PLS.

The research investigates the relationships between GSCM (independent variable), Environmental performance (EP) (mediating variable), Financial performance (FP) and Operational performance (OP) (dependent variables), and Religiosity (moderating variable). Findings indicate that GSCM positively influences environmental, financial, and operational performance. Additionally, Environmental performance significantly impacts both financial and operational performance. However, religiosity does not moderate the relationship between GSCM and Environmental performance.

The lack of moderation by religiosity is attributed to environmental practices in professional settings being primarily driven by organizational policies and regulatory compliance, rather than individual religious beliefs. The implementation of green practices often requires collective efforts that surpass personal values.

In conclusion, this research underscores the significance of adopting GSCM practices to enhance environmental and business performance in Indonesian companies. While religiosity did not show a significant moderating effect, fostering environmental consciousness within corporate culture remains important. Future research could explore other moderating variables that might influence the efficacy of GSCM on environmental and business outcomes.

Keyword: Green supply chain management, Environmental performance, Religiosity, Financial performance, Operational performance