

ABSTRACT

This study investigates the influence of Green supply chain management (GSCM), Competitive Advantage, and Firm Performance on Firm Value, focusing on companies in the food and beverage subsector listed on the Indonesia Stock Exchange (IDX) during the 2022-2023 period.

The study aims to determine the extent to which GSCM practices, competitive advantage, performance of firms, subsequently leading to an increase in firm value. Data were collected from companies in the food and beverage subsector; analyzed with multiple regression analysis to assess the relationships between the variable using SPSS version 29.

The findings suggest that GSCM does not show a statistically significant effect, while Competitive Advantage and Firm Performance have a significant positive impact on Firm Value. This suggests that in the context of the food and beverage industry, other factors may play a more critical role in driving firm value. The findings imply that while GSCM is essential for sustainability, it may not directly translate into increased firm value without supportive competitive and performance enhancements.

Keywords: Green supply chain management, Competitive Advantage, Firm Performance, Firm Value