

ABSTRACT

Since environmental damage is mainly caused by the manufacturing industry and there is a lack of research identifying factors that facilitate companies to overcome this problem, this study aims to determine the effect of QM on green performance and to examine how CSR can mediate the relationship between the two. Using a quantitative method with a population of 118 manufacturing companies registered in the PROPER program of the Central Java Provincial Environment and Forestry Office the respondents were mid-high level staff of manufacturing companies—data collection with questionnaires distributed directly to respondents. A structural Equation Model (SEM) with SmartPLS 3.0 was used to analyze the 91 data obtained. The results of the significance test and hypothesis testing show the results of the T-statistic and P-value are worth according to the standard so that the relationship between Quality management on the company's green performance shows a significant positive effect, Quality management on Corporate social responsibility has a considerable positive impact, the relationship between corporate social responsibility and the company's green performance also has a significant positive effect. By comparing the value of the direct effect and indirect effect of the relationship between Quality management and the company's green performance, it can be concluded that Corporate social responsibility as a mediator is stronger than the direct effect. So that all hypotheses are accepted and valid.

Keyword : *Quality Management, Corporate Social Responsibility, Corporate Green Performance, Manufacturing Company*