

ABSTRACT

This research seeks to investigate the impact of green manufacturing and corporate social responsibility (CSR) on firm performance, with firm reputation as a mediating variable. This study is driven by the relatively low level adoption rate of green manufacturing in Indonesian manufacturing industries, particularly in Central Java. The study is grounded in the Natural Resource-Based View (NRBV) theory, which emphasizes sustainability as a basis for long-term strategic differentiation. In addition, CSR is considered a strategic approach to building positive stakeholder relations. This research also addresses the inconsistencies in previous findings regarding the relationships among these variables.

A quantitative method was employed, using survey techniques on manufacturing companies implementing Life Cycle Assessment. Data were analyzed using Structural Equation Modeling (SEM) to examine both direct and indirect effects between variables. The results indicate that green manufacturing and CSR positively influence firm reputation. The study confirms that firm reputation intervenes in the relationship between green manufacturing and corporate social responsibility (CSR) on firm performance. However, the direct relationships between green manufacturing and CSR with firm performance remain partially inconclusive

These findings reinforce the contribution of company reputation as a strategic intangible asset in enhancing organizational performance. Managerial implications suggest the importance of systematically integrating sustainability and social responsibility practices. Companies are encouraged to strengthen their reputation through well-structured environmental and social programs. This research is constrained by its limited scope and sample size, which restrict the extent to which the results can be generalized across wider populations or contexts. Future research is recommended to include wider industrial sectors and geographic areas, other mediating variables.

Keyword : Green Manufacturing, Corporate Social Responsibility, Firm Reputation, Firm Performance, Life Cycle Assessment, NRBV, Manufacturing Industry