

ABSTRACT

The development of industry in the modern era is now growing very rapidly. This development is directly proportional to the progress in the economic sector. However, the impact of these large industrial developments has had a significant impact on the natural environment and its resources. This led to the implementation of research, policies, and practices that focus on the concept of environment-based industrial development.

This thesis aims to analyze the influence of relational bond between companies and suppliers on the implementation of green supply chain management (GSCM) and its impact on company performance. Independent variables used in this thesis are financial bond, social bond, and structural bond. For the dependent variable in this research are GSCM implementation and company performance.

The research object of this thesis is a company in the Fast Moving Consumer Goods (FMCG) industry which has received environmental performance assessment by the Department of Environment and Forestry amounted to 270 companies. The analysis method used is multiple linear regression analysis using SPSS 23.

The result of statistical analysis has been done to prove the positive and significant influence for social bond to GSCM implementation and GSCM has a positive and significant influence on company performance.

Keywords: Relational Ties, Financial Bonds, Social Bonds, Structural Bonds, Green Supply Chain Management, Corporate Performance