

## **ABSTRACT**

*This study aims to analyze the effect of implementing Green Supply Chain Management on company performance. Green Supply Chain Management includes green purchasing, eco-design, environmental cooperation and reverse logistics. Quantitative methods were used in this study and data analysis used descriptive analysis and inferential analysis. To test the hypothesis using the SmartPLS software. The population in this study are manufacturing companies located in Indonesia with a company age of more than 5 years and also have a large company category. Data were collected from a sample of 170 manufacturing companies in Indonesia, but only 55 returned questionnaires and only 51 data that could be processed based on predetermined criteria. The results of the analysis of this study indicate that each variable of GSCM has a different effect on company performance. One of the GSCM variables, reverse logistic, even shows a negative effect on company performance.*

*Keywords : Green Supply Chain Management, Operational Efficiency, Firm Performance*