

ABSTRACT

Many beauty products and body care products available on the market make consumers have a large selection of beauty products in Indonesia. To develop its product innovation the company is currently innovating about Green Supply Chain Management, this is because environmental problems are a symptom of development attitudes that are less aware of the importance of environmental preservation. Researchers have the objective to find out internal green supply chain management, environmental monitoring of suppliers, environmental collaboration with customers on environmental performance.

Based on the time of the implementation of this study using cross section data. This study has a population that is all employees of The Body Shop in the city of Bandung. The study was conducted at The Body Shop Bandung store to The Body Shop Bandung employees by distributing questionnaires in the form of questions representing indicators that had been made by previous researchers to conduct research.

The results of this study simultaneously the Internal Green Supply Chain Management, Environmental Monitoring of Suppliers, Environmental Collaborations with Customers influence on Environmental Performance. Partially Internal Green Supply Chain Management has no effect on Environmental Performance. However, the Environmental Monitoring of Suppliers and Environmental Collaborations with Customers have a positive and significant impact on contributing to Environmental Performance at The Body Shop company in Bandung, so The Body Shop company in Bandung City must continue to maintain that the Environmental Monitoring of Suppliers and Environmental Collaborations with Customers continue to increase.

Keyword : *Internal Green Supply Chain Management, Environmental Monitoring of Suppliers, Environmental Collaborations with Customers and Environmental Performance.*