

ABSTRACT

Building construction has a negative impact on the environment. Namely, the waste generated can pollute the environment, air pollution, damage nature, reduce air absorption areas, reduce green open land, and other negative impacts in a sustainable manner. If this company does not pay attention to environmental impacts, natural damage will occur which will affect human life. The concept of Green Supply Chain Management (GSCM) is one solution in business strategy to overcome this problem.

The object of this research is the Mandiri University campus construction project undertaken by PT. Wijaya Karya, the survey was conducted using SEM and PLS methods with a sample size of 56 respondents. To find out more about the GSCM concept, researchers connected the concepts of Green Innovation and Environmental Performance.

The results of this study indicate that Green Supply Chain Management Practice has a significant influence on environmental performance and green innovation in the process of building the Mandiri University campus project at PT. Wijaya Karya. green innovation also mediates Green Supply Chain Management Practice and Environmental Performance in the process of building the Mandiri University campus project at PT. Wijaya Karya.

Keywords: Supply chain Management, GSCM, Green Innovation, Environmental Performance