

ABSTRACT

The Coffee Shop business is a business group with a large number in Indonesia, according to the Wonosobo Regency Cooperative and SME Trade Service, the number of Coffee Shops is 56. Coffee Shop is one of the industries that contributes to plastic waste. Indonesia. Indonesia ranks second in Asia as the country that produces the most plastic waste after China. According to the Ministry of Environment and Forestry (KLHK), the high average amount of waste production and the majority of the coffee shop industry make it important to implement Green Supply Chain Management.

This study aims to determine the impact of the Green in Store Processes dimension with its sub-variables Water and Energy Management and Disposal Management, on Performance Outcomes through mediation from Green Supply Chain Processes with the sub-variables Green Logistics, Green Purchasing, Cooperation with suppliers with Coffee Shop research objects. in Wonosobo Regency

This study uses quantitative methods with multivariate methods in processing the data assisted by SmartPLS. Data was collected by distributing questionnaires using a Likert scale as a measurement scale. Questionnaires were distributed to 56 Coffee Shops in Wonosobo Regency offline and online.

Data processing in this study directly and indirectly using SmartPLS software by performing two bootstrapping in one tailed and two tailed to determine the direct and indirect effects between variables

Based on the results of research conclusions, it is proven that many variables are not significantly affected. Researchers suggest that the Wonosobo Regency Government needs to directly educate MSMEs, either by holding seminars, or collaborating with the Environment Agency to routinely help implement Coffee Shop Disposal Management. In addition to the results of data processing, it was found that there was a lack of influence of the Green Supply Chain Processes variable with Performance Outcomes, therefore the researcher suggested that the Wonosobo Regency government should directly guide the Coffee Shop activists regarding the implementation of the Green Supply Chain. The Wonosobo Regency Government can help with funding and suppliers to produce or use environmentally friendly bags in order to reduce the plastic waste that is produced by coffee shop visitors.

Keywords: *Green Supply Chain Management, Green in Store, Coffee Shop, Economic Performance, SmartPLS, Coffee Shop*