

ABSTRACT

This study aims to assess the impact of green supply chain management (GSCM) practices on the economic, social and environmental performance of the triple bottom line of the Starbucks company. This quantitative study uses a deductive approach. A practice-based view is used to support the conceptual framework. The partial square structural equation modeling technique empirically evaluates the conceptual model through a structured survey questionnaire. The results show that GSCM practices positively influence an organization's triple bottom line while business size and duration moderate the relationship.

The fact that this study was based on Starbucks employees may influence the generalizability of the findings across industries and countries. In addition, the survey only looks at export producers. This raises questions about the relevance of the results to other non-export groups from the current population with different characteristics.

This research provides insights for academics and practitioners about the importance of adopting GSCM practices for coffee industry business performance. Covers implications for designing strategic solutions for organizational performance and sustainability using GSCM practices at Starbucks enterprises.

Research contributes to the body of knowledge in the field of GSCM in general. This research also contributes to the limited literature on GSCM practices in Bandung. To the authors' knowledge, this is the first attempt to explain how Starbucks manufacturers are regulated.

Keywords: Green Supply Chain Management, Economic Performance, Social Performance, Environmental Performance