

## ABSTRACT

*The agricultural sector plays an important role in the economy in Indonesia, one of the plantation sub-sectors with the largest commodity, the palm oil industry, contributes 73.83% of the total value of agricultural exports. The large contribution of the industrial sector cannot be separated from issues related to environmental pollution. The United Nations and the Indonesian government collaborate to face global challenges by setting 17 goals to improve the welfare of people and the planet now and in the future. Implementing green supply chain management in companies can reduce the impact of environmental damage and provide benefits for companies.*

*This study evaluates the effect of implementing green supply chain management on environmental performance and economic performance in palm oil companies (case study: PT Sawitindo Product Jambi (Makin Group)). The research aims to find out how the application of green supply chain management can reduce the impact of environmental pollution and increase profits for the company.*

*Quantitative research methodology and obtained data from distributing questionnaires to internal palm oil companies with a total sample of 77 respondents. Statistical data processing using PLS-SEM with SmartPLS 4.1.0.6 software to test the hypothesis.*

*Based on the results of data analysis found stakeholder pressure has a positive and significant effect on corporate green resources and green supply chain management. corporate green resources have a positive and significant effect on green supply chain management, and corporate green resources have a positive effect on mediating stakeholder pressure and green supply chain management. Green supply chain management has a positive and significant effect on economic performance, but has positive but not significant effect on environmental performance. Environment performance has no significant effect on economic performance.*

*This research shows that collaboration between stakeholder pressure and corporate green resources is able to influence the company's green supply chain management implementation so that it can provide benefits to the organization.*

**Keywords:** *Corporate Green Resource, Economic Performance, Environment Performance, Green Supply Chain Management, Stakeholder Pressure, Sustainable Development Goals.*