

ABSTRAK

Jose Septian Amaral. 2024. *Green Supply Chain Management, Green Innovation dan Firm Performance dengan Gender Diversity Sebagai variabel Moderasi*. Skripsi. Program studi Akuntansi, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Dr. Maya Novitasari, S.E., M.AK., CPFR. Pembimbing (I), M. Agus Sudrajat, S.E., M.Si., CSRS. Pembimbing (II)

Penelitian ini dilakukan untuk mengetahui pengaruh *green supply chain management* dan *green innovation* terhadap *firm performance*, serta apakah *gender diversity* dapat memoderasi pengaruh *green supply chain management* dan *green innovation* terhadap *firm performance*. Objek pada penelitian ini adalah perusahaan PROPER yang terdaftar di Bursa Efek Indonesia tahun 2019-2023. Jumlah sampel penelitian ini adalah 325 perusahaan, teknik sampling yang dilakukan adalah *purposive sampling*. Analisis data menggunakan program SPSS versi 23.

Hasil penelitian ini adalah *green supply chain management* berpengaruh negatif terhadap *firm performance*. *Green innovation* berpengaruh negatif terhadap *firm performance*. *Gender diversity* mendeoderasi pengaruh antara *green supply chain management* dan *green innovation* terhadap *firm performance*.

Kata Kunci: *Green supply chain management, Green Innovation, Firm Performance, Gender Diversity*

ABSTRACT

The Green Supply Chain Management, Green Innovation and Firm Performance with Gender Diversity as a Moderation Variable.

This study was conducted to determine the effect of green supply chain management and green innovation towards firm performance, and whether gender diversity can moderate the effect of green supply chain management and green innovation towards firm performance. The object of this study was PROPER companies listed on the Indonesia Stock Exchange in 2019-2023 period. The number of samples in this study was 325 companies, the sampling technique used was purposive sampling. Data analysis used the SPSS version 23 program.

The results of this study are: green supply chain management has a negative effect towards firm performance. Green innovation has a negative effect towards firm performance. Gender diversity moderates the effect between green supply chain management and green innovation towards firm performance.

Keywords: *Green supply chain management, Green Innovation, Firm Performance, Gender Diversity*