ABSTRACT

This study aims to analyze the influence of green manufacturing on enhancing corporate sustainability performance through the mediating role of green innovation. The research focuses on food and beverage manufacturing companies in the Central Java Province, considering three key dimensions of sustainability performance: economic, social, and environmental. The green industry implementation variable is measured by indicators such as energy efficiency, utilization of environmentally friendly technology, efficient raw material consumption, and the adoption of the 3R principles (reduce, reuse, recycle). Meanwhile, green innovation is examined through aspects of product, process, managerial, and brand innovations that support the development of environmentally sustainable business practices.

A quantitative research approach is employed, with primary data collected through questionnaires and data analysis conducted using Structural Equation Modeling (SEM) with AMOS software. The findings indicate that green manufacturing has a positive and significant impact on both green innovation and corporate sustainability performance. Furthermore, green innovation plays a mediating role, strengthening the positive effect of green manufacturing on sustainability performance. These results are in line with the Resource Based View (RBV) theory, which emphasizes the importance of internal resources and unique capabilities in creating sustainable competitive advantages.

This study is expected to provide both theoretical and practical contributions to the development of environmentally friendly strategies in the manufacturing sector and serve as a reference for companies seeking to enhance their overall performance and achieve operational sustainability through the implementation of green innovation.

Keyword : Green Manufacturing, Green Innovation, Sustainability Performance, Manufacturing, SEM, Resource Based View.