

ABSTRACT

This study aims to analyze the effect of green manufacturing and quality management (TQM) implementation on green innovation and its impact in improving company performance. The study was conducted on medium and large scale food processing companies in Central Java Province.

This study employs a quantitative approach, with purposive sampling used for participant selection. Managers and division heads of food and beverage processing companies in Central Java Province were given questionnaires to collect data. Structural Equation Modeling (SEM), assisted by the AMOS software, was used to analyze the data.

The results of this study indicate that green innovation has a positive effect on company performance, green industry implementation positively affects company performance, green industry implementation positively affects green innovation, quality management implementation positively affects company performance, and quality management implementation positively influences green innovation. This study concludes that the implementation of green industry, quality management, and green innovation has a positive impact on the performance of food and beverage processing companies in Central Java Province..

Keywords: Green Manufacturing, Total Quality Management (TQM), Green Innovation, Company Performance

