

ABSTRACT

Environmental sustainability has become a major concern in modern business strategies. Many companies are starting to adopt Green Supply Chain Management (GSCM) as part of their efforts to improve their environmental performance. There is a gap in understanding the factors that affect the implementation of GSCM and its impact on environmental performance. This study aims to analyze the determinants of environmental performance by adopting GSCM as a mediating variable in the perspective of Resource Orchestration Theory. A case study was conducted on PT. Pandum Parahita Lestantun (Yo-Kulak) to explore the relationship and influence of strategic orientation, internal environmental management, government regulations, and resource configuration capabilities on the implementation of GSCM and the company's environmental performance. This study uses a quantitative approach with a survey method. Data was collected through questionnaires distributed to several companies that are suppliers or business partners of PT. Pandum Parahita Lestantun (Yo-Kulak). The number of samples was 153 people by applying primary data collection obtained directly from respondents through questionnaires (google form). Data analysis was carried out using structural equation modeling (SEM) techniques to test the relationship between strategic orientation, internal environmental management, government regulations, and resource configuration capabilities to the implementation of GSCM and the company's environmental performance. The results showed that all the hypotheses proposed were accepted. Strategic orientation, internal environmental management, government regulations, and resource configuration capabilities have proven to have a positive effect on the implementation of GSCM. Furthermore, the implementation of GSCM contributes significantly to improving the company's environmental performance. In addition, strategic orientation and government regulations also have a significant direct influence on environmental performance. These findings confirm that the success of a company's environmental performance is highly dependent on the synergy between the company's internal and external elements. The implementation of GSCM acts as a mediation mechanism that strengthens the impact of determinant factors on environmental performance. This study supports the application of Resource Orchestration Theory, which emphasizes the importance of directed and efficient resource management in creating a sustainable competitive advantage through green supply chain practices.

Keywords: *Green Supply Chain Management, Environmental Performance, Resource Orchestration Theory*