

ABSTRACT

This study aims to examine the impact of Green Supply Chain Management (GSCM) on the export performance of SMEs in Indonesia, considering the role of Competitive Advantage as an intervening variable and the moderating effects of Marketing Sensing Capability and Explorative Green Product Capacity. Using Structural Equation Modeling (SEM-AMOS) on a sample of 101 SMEs, the results indicate that GSCM significantly and positively influences export performance through the enhancement of Competitive Advantage. Explorative Green Product Capacity also significantly and positively affects both Competitive Advantage and export performance, highlighting the importance of green product innovation in boosting competitiveness and exports. However, Marketing Sensing Capability does not significantly influence the relationships among the variables.

These findings suggest that effective implementation of GSCM can improve the export performance of SMEs by creating sustainable competitive advantages. Companies that develop innovative green products and respond swiftly to market dynamics are more likely to succeed in export markets. This study provides important implications for SMEs and policymakers in promoting sustainable export growth.

Keywords: *Green Supply Chain Management, SMEs, export performance, Competitive Advantage, Marketing Sensing Capability, Explorative Green Product Capacity, SEM-AMOS*

