

ABSTRACT

Good economic growth is an assessment of the success of the government in carrying out development, including the economic aspects. It is known that Micro, Small and Medium Enterprises (MSMEs) have an important and strategic role in national economic development. One of the centers of MSMEs in Indonesia is the traditional market. The traditional market is a cultural symbol and one of the centers of economic activity for the people of Indonesia. This makes it important for traditional markets to continue to grow. However, with the entry of modern civilization marked by the mushrooming of modern markets such as supermarkets, malls and other modern shopping centers in Indonesia, the existence of traditional markets is endangered.

This research aims to examine how the implementation of competitive strategies in MSMEs in traditional markets in an effort to improve company performance. Not only that in the current issue of environmentally friendly issues, researchers are also researching how MSMEs in the traditional market manage environmental-based supply chains which are often called Green Supply Chain Management on company performance. This research involved 200 MSMEs in traditional markets located in Sleman Regency, Yogyakarta. This research was conducted by structural equation modeling to test the relationship between variables to be reviewed. The results showed that all competitive strategies turned out to have a significant effect on Green Supply Chain Management itself. While the Competitive strategy and Green Supply Chain have a positive effect on the performance of MSMEs companies in the Traditional market.

