

ABSTRAK

Penelitian ini bertujuan untuk mengetahui secara parsial pengaruh *Green* Penelitian ini bertujuan untuk mengetahui secara parsial pengaruh *green practices* terhadap *expected performance outcomes* pada UMKM makanan dan minuman di Daerah Istimewa Yogyakarta (DIY). Sampel penelitian berjumlah 40 pelaku UMKM makanan dan minuman di Daerah Istimewa Yogyakarta (DIY). Teknik pengambilan sampel dengan *convenience sampling* dan data dikumpulkan dengan kuesioner. Data yang diperoleh kemudian dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan secara parsial variabel *green design practices*, *green purchasing practices*, *green production practices*, *green management practices*, *green marketing practices* dan *green logistic practices* berpengaruh terhadap *expected performance outcomes*. Dari enam variabel tersebut, yang lebih dominan berpengaruh terhadap *expected performance outcomes* adalah *green production practices* dan *green marketing practices*.

Kata kunci: *Green Supply Chain Management, Green Practices, Expected Performance Outcomes.*

ABSTRACT

This study aims to examine the partially influence of green practices to the expected performance outcomes in SME's food and beverages in the Special Region of Yogyakarta (DIY). The sample of this research is 40 SME's food and beverage in Yogyakarta Special Region (DIY). This research used convenience sampling technique to determine sample and data was collected by questionnaires. The data obtained were then analyzed using Structural Equation Modeling (SEM). Partially, the result showed green design practices, green purchasing practices, green production practices, green management practices, green marketing practices and green logistic practices influence the expected performance outcomes. From those six variables, the most dominant variable to influence the expected performance outcomes was green production practices and green marketing practices

Key word: *Green Supply Chain Management, Green Practices, Expected Performance Outcomes, Sustainability.*