THE EFFECT OF GREEN COMPETITIVE ADVANTAGE AND SUPPLY CHAIN MANAGEMENT ON COMPANY PERFORMANCE WITH GREEN HUMAN CAPITAL AS A MODERATING VARIABLE

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Abstract
This research aims to determine whether there is an impact of green competitive advantage in supply chain management with green human capital as the moderating variable on company performance. In this research, the dependent variable used is company performance, the independent variables are green competitive advantage and supply management, and the moderating variable is green human capital. In this study, a non-probability sampling method was used. Fifty textile companies in Jakarta were gathered as sample using non-probability sampling. Primary data was collected by distributing closed questionnaires. Testing on this research model uses a structural equation model (SEM) with Smart PLS software version 3.2.8. After testing for the three variables declared valid and reliable, the discovery of — according to this study, variable Green Competitive Advantage has a substantial impact on company performance so it can be said that the advantages of Green Competitive Advantage allow to contribute well if applied to business performance. For the second finding of this study, variable Supply Chain Management also has a significant impact on business performance, so the contribution is that variable green competitive advantage directly proportional to company performance as green competitive advantage increases, value of company performance increases as well, and vice versa. The moderating variable also require varied results for Green human capital strengthens the impact of a company green competitive advantage on performance. More green human capital a company has, the greater the impact of green competitive advantage on its performance. That’s why the contribution of Green human capital helps companies mitigate the negative impact of their green competitive advantage on their performance. Green human capital will not slow down the impact of supply chain management on company performance. In this case, green human capital cannot enhance or weaken the impact of stock chain management on company performance.

Keywords: Green Competitive Advantage, Supply Chain Management, Green Human Capital, Company Performance

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INTRODUCTION

Today’s business world continues to compete against the era of globalization, with companies competing against one another to meet an ever-increasing variety of consumer needs. From the middle to the upper classes, there is an undeniable demand for superior quality at reasonable prices. The economy has undergone significant changes, particularly in developing countries such as Indonesia, which are facing significant economic and industrial development.

Industry is one aspect that affects the development of a country. In the development of the industry also cannot be separated from the aspects that make the industry progress. These aspects can be in the form of management of the natural resources used, human resources used to improve industrial progress and other aspects (Hess, 2021) Industry needs to be developed in a balanced and integrated manner by optimally utilizing all available natural resources, human resources. Industrial development is a long-term economic development to achieve a balanced economic structure (Hess, 2021).

The industrial sector generally grows and develops much more rapidly than the agricultural sector, therefore the role of the industrial sector in the economy of a country will gradually become very important (Bodhanwala, 2021).

Industry is an economic activity that involves the handling of raw materials, intermediate commodities and/or finished goods, including architectural design and industrial engineering activities, classified into upstream industrial groups (basic industrial groups), downstream industrial groups and small industrial groups. The industrial business sector is a subset of the industrial sector with similar special characteristics and/or final product in the manufacturing process (Concerning Industry RI Law No.3, 2014).

Companies operating in the industry must look for strategies to increase profits, productivity and quality (Praharsi et al., 2021). Business competition in Indonesia is currently increasing; This condition necessitates that businesses improve their performance in the areas of planning, coordinating and controlling various activities and resources. To be successful, companies must fulfill their duty to create value for customers.

Companies must make an effort to conduct environmentally friendly marketing activities in order to achieve outstanding brand differentiation and gain a competitive edge (Lei et al., 2014). Competitive advantage can refer to the resource exploitation that results a typical organizational position in comparison to its competitors (Shams, 2016). Additionally, Companies view knowledge acquisition as a method of achieving and maintaining a competitive advantage (Kabue et al., 2016). When a competitor cannot replicate the benefits of a company's strategy, it gains a competitive advantage (Lee et al., 2015).

Supply chain management is the traditional business function strategies and systems coordination, as it represents the material flow, products, and information obtained from suppliers to factories and then to consumers and suppliers. This is mainly for companies and research business chain improvements. The company's long-term performance and all supply chain activities or Supply Chain Management activities (Radwan et al., 2017).

Every activity in the supply chain, whether across the company's internal functions or external Supply Chain members, requires resources and capabilities to complete tasks and ultimately create profits for a company. Integrating all these resources to create capabilities
across internal functions and across supply chain members (combining resources) and leveraging them is indeed an important and challenging task (Carmignani, 2009).

Supply Chain Management is a network of interconnected businesses through materials, information, money flows, products, and services that are holistically aimed at meeting customer needs efficiently and effectively (Carmignani, 2009).

Due to a company's high and long-term reliance on suppliers, and the fact that both large and small businesses engage in logistics activities, a properly integrated Supply Chain Management strategy is required to increase the competitive advantage of its products.

Problem Statement

Based on the background, problem identification, and scope of the research problems, the problem statement This study's findings are as follows: Can green competitive advantage affect company performance, can supply chain management affect performance of the company, can the green competitive advantage affect the company's performance with the green human capital variable as the moderating variable, can supply chain management affect the company's performance with the green human capital variable as a moderating variable.

Research Objectives

The following is the study's goal is to empirically analyze the effects of green competitive advantage on company performance, to empirically analyze the effects of supply chain management on performance of the company, to empirically analyze green human capital in moderating the effects of green competitive advantages on company performance, to empirically analyze green human capital in orientating the effects of supply chain management

Research Benefits

This research is expected to produce the following benefits due to the research's findings: This research will assist to advance theoretical understanding of science by serving as a medium for students to solve problems scientifically and contribute ideas based on scientific disciplines learned in lectures, as well as to demonstrate whether a theory is valid or not in the field. Practical application of this research includes serving as a source of information and consideration for businesses when in decision making.

LITERATURE REVIEW

Stewardship Theory

Stewardship theory describes a situation which individual objectives do not motivate management but is more focused on their main result objectives for the benefit of the organization and presume a close connection between fulfillment and organizational accomplishment (Hu & Alon, 2014).

Stewardship theory has psychological and sociological foundations intended to explain circumstances in which managers act as stewards and in the best interests of the owners. According to the theory of stewardship, managers will act in the best interests of the organization. When the steward's interests and theirs do not coincide, the steward will seek to
collaborate rather than oppose it. This is because steward believes that the common interest a rational consideration is with the owner's behavior. Because the steward is more concerned with efforts to achieve organizational goals (Hu & Alon, 2014).

In Stewardship Theory, this model of man is based on a servant who has a behavior in which he can be formed so that he is always welcome to come to participate in the organization, has a higher utility collective or group behavior than the individual and is always eager to serve. Stewardship theory distinguishes behavior that is self-serving and pro-organizational, the interests of the organization will not be separated from servant behavior that executive behavior is consistent with the principal's interests where the stewards are stewards substitute or shift self-serving behavior in order to cooperate. So, despite the fact that the interests of the steward and the principal are dissimilar, the steward will resume to confirm the importance of intimacy. Because stewards are instructed that cooperative behavior is more beneficial, and that behavior is regarded as rationally acceptable.

Management is the perspective of managing and operating organizations. It is the transformation of income from today’s leadership and management concepts to future leadership and management concepts, from the concept of joint control and guidance by members or teams within the organization to the concepts of supervision and they view themselves as an inseparable thing or unit. The important assumption of management is that the manager adjusts goals in accordance to the owner’s goal. Managers will action accordance with agreements and common interest.

When two parties have a conflict of interest, the administrator will attempt to cooperate rather than oppose, because the administrator believes that the shared benefits are more important and that acting in accordance with the owner's actions is a rational consideration, because the administrator is focused on the organization's goals rather than individual goals. However, this does not imply that the Steward lacks basic necessities. To effectively implement this approach, the primary deciding factor is the principal’s ability to believe and trust the steward selects to build the organization's partnership.

Management theory describes a situation in which managers pursue their primary objectives not for personal gain, but for the organization’s primary objectives. Therefore, the theory has a psychological and sociological basis, and its design purpose is to make high the administrator shall act according to the director's wishes. Otherwise, the delegate’s behavior will remain within the organization, as the delegate is attempting to accomplish the organization’s goals. The theory is intended to allow scientists to investigate a situation in which a company's management as a service can motivate employees (Davis et al., 1997)

Stewardship theory describes a situation in which management is not motivated by individual objectives but is more focused on their main outcomes for the organization's benefit and presumes a close relationship between fulfillment and organizational accomplishment (Hu & Alon, 2014).

According to housekeeping theory, the housekeeper's behavior is collective because it is guided by these behaviors and enables the housekeeper to accomplish organizational goals, such as increase sales or profitability. This behavior benefits principals, including external owners (via the positive impact of dividends and share prices in the form of
profits), as well as management status, as their objectives are appropriately pursued by butlers. Management theorists believe that organizational success and major satisfaction are inextricably linked. Through company performance, the steward protects and maximizes shareholders, maximizing the steward utility function.

Butlers who can successfully improve company performance will be able to meet the needs of the majority other organizations, as the prosperity the organization will have satisfied the interests of the majority of shareholders. As a result, the person in charge of the organization is motivated to maximize company performance while also satisfying shareholders' interests.

**Green Competitive Advantage**

Green competitive advantage is a situation in which the organization holds multiple environmental protection positions or competitors are unable to imitate successful environmental strategies due to green innovation, as a result, the organization will reap long-term benefits from this environmental strategy (Partiwi, 2021). Environmental innovation-leading companies can benefit a competitive advantage enabling the sale of their environmental technology or services to enhance their corporate image and establish fresh markets (Partiwi, 2021).

Green Competitive Advantage is a crucial element for organizations to improve the accomplishment of long-term development. The application of the construct of long-term development in the manufacturing industry emphasizes the importance of for strategic reasoning on environmental issues (Lin & Chen, 2016).

Lin & Chen (2016) defines a company's competitive advantage as a state in which competitors cannot replicate the company's competitive strategy and in which no competitor can obtain the profits generated by the company's competitive strategy. Green competitive advantage is a condition where the company has a work position outside of environmental protection or competitors cannot imitate the environmental innovation of their successful environmental strategy, and they can obtain lasting benefits from this outstanding substantial strategy. Additionally, if a company pioneers in an educational environment, innovation can help the company gain a competitive edge, as well as provide environmental services that enhance the company's image and even create new market (Gurlek et al., 2017).

Green competitive advantage is a critical factor for businesses to improve their sustainable development performance?

Green Competitive Advantage, based on Chen (2011) has the following conditions:

1. Compared with the company’s main competitors, the business acquires a competitive advantage, low management environment cost, and green innovation;
2. Companies have more capability in R & D that supports the environment and innovation green compared to main competitors;
3. Companies are able to conduct environmental management in comparison to their main rivals;
4. The profitability of the company is in accordance with the green product or more green service well;
5. Growth of companies that are in line with green products or green services exceeding its main competitors.

Green Competitive Advantage is defined as collective learning and the ability to evolve viable products for environmental management, which is beneficial influences the company's capability to be able to green product design and process modernization. In turn, this can be useful for enhancing the image in green, thereby growing Competitive Advantage (Zameer et al., 2018).

Green management is the source of the company's Competitive Advantage in the new era of situations. In accordance with RBV, resources that are precious, uncommon, and difficult to replicate can help a company realize a sustainable competitive advantage. Zameer et al., (2018) share a common belief that hard-to-fake products create a continual gain for the company. Furthermore, organizational resources assist businesses to make use of critical resources to strengthen core competencies (Nagano, 2020). That is, the company becomes a strong Competitive Advantage by offering green products to customers.

By enhancing company performance, green strategies help broaden product offerings while lowering costs, thereby increasing competitive advantage (Zameer et al., 2018).

**Supply Chain Management**

Supply Chain Management is a function of a business that is involved directly or indirectly in meeting consumer demand. It encompasses not only manufacturing and suppliers, but also transportation, warehouse management, retail (Famiyeh et al., 2018).

Supply Chain Management is the merger of business processes that are critical from genuine suppliers to end users who provide customers and other stakeholders with products, services, and information that adds value (Kaya & Azaltun, 2012).

The supply chain cannot be handled properly by examining separately such as: factors such as purchasing, inventory management, functions such as logistics lines or distribution channels. This kind of perception slows the development of SCM (Kaya & Azaltun, 2012).

The supply chain should not be thought of as a unified process, it should be thought of as a matrix of components that can be controlled by management. The goal of every entity in the supply chain is to pass on the new information to the members of the chain and thus provide a perfect balance between supply and demand of course, every business aims first to increase its profit. But the philosophy of the supply chain goal is to increase the value of all member chains so that ultimately the customer will benefit (Kaya & Azaltun, 2012).

Supply Chain Management principles and technologies take center stage in today's fierce global competition as a means to achieve business excellence. This Supply Chain Management movement embraced quality management initiatives, further supporting the idea that product quality is only one aspect of a quality-oriented continuous improvement program for competitive leadership (Carmignani, 2009).

A supply chain is made up of all the stages involved, directly or indirectly, in meeting customer demands and Supply Chain Management involves managing the flows
(products, information, and money) between and between stages in the supply chain to maximize total profitability (Carmignani, 2009).

Supply Chain Management is a series of activities required to plan, control and execute product flows. This includes the process of obtaining raw materials, production processes, to product distribution to final consumers, in the most efficient and cost-effective (Yunus, 2018).

Supply Chain Management is a vast and complex undertaking that depends on every partner—from suppliers to manufacturers and beyond—to run properly. The goal of supply chain management is to escalate customer satisfaction and acquire a market competitive advantage. To achieve this, various efforts are needed, both business strategies and special software (Praharsi et al., 2021).

Supply Chain Management involves a lot of mechanism, from the manufacturing process, preparation to fulfill user needs (Kasime et al., 2021).

Supply chain management is the basis that allows for fulfillment of consumer needs carried out by manufacturing, retail and wholesale businesses. In other words, SCM is also a determining factor for the success of these businesses (Yunus & Tadisina, 2016).

Every company’s Supply Chain Management will be unique. The most basic version includes the company, its suppliers, and its buyers. However, the scope is also broader for larger businesses. (Susanty et al., 2017).

The target of each supply chain is to increase or maximize all values generated by the company. The value is obtained from a decrease in costs along with the increase in the quality of the products produced. Palandeng et al. (2018) stated that the value generated from the supply chain is the difference between the final value of the product perceived by consumers and the cost of building a supply chain. Masteika et al. (2015) reported that the supply chain is dynamic in nature, but involves three constant flows, namely information flow, product flow and capital flow. In addition, Masteika et al. (2015) also explained that the aim of each supply chain is to meet consumer demand and set up profits. Additionally, they explained that the supply encompasses all activities aimed at meeting consumer movement needs, including chain and conversion of goods from raw materials to the final buyer, as well as the movement of information and money. All supply chain activities are directed toward establishing a supply chain that is optimized for customer value creation.

According (Carmignani, 2009) the supply chain consists of three fundamental components, namely:

1. Planning: The main goal of the strategy formulation process is efficiency and profitability, as well as ensuring the quality of the manufactured products before they reach consumers.
2. Source of supply: The company must select a raw material supplier that is adaptable and capable of supporting the manufacturing process. As a result, Supply Chain Management managers are responsible for setting prices, managing raw material deliveries and payment, and enhancing business relationships with suppliers.
3. Manufacturing: This component is the manufacturing stage, where the supply chain management manager develops a schedule of activities necessary for the manufacturing process, commodity testing, packaging, and overall work efficiency.
The supply chain management return strategy must establish an agile network capable of responding to defective commodities, consumers, and providing a complaint service for shipped products. As a result, companies should always report on their performance on a consistent basis. Thus far, company leaders have been able to track changes in business performance in relation to the SCM's initial goals.

**Company Performance**

Company performance is the result of implementing a physical and non-physical business with indicators of work outcomes achieved in comparison to predetermined targets. Fitriya (2021) proposed measuring business performance variables through the lens of productivity, sales growth, and market share performance. Performance is a term that refers to the process of adjusting activities in order to realize the organization's achievement, objectives, missions, and visions as outlined in the organization's strategic plan. Jahre & Marianne (2017) define performance as the act of doing work and the outcomes of that work, including decisions about what to do and how to do it. Performance evaluation is required to determine how performance is implemented. A performance evaluation is required when there is a deviation from the predetermined plan, whether the performance can be completed within the specified time frame, and whether the expected performance result is achieved. According to Amrie (2017) profitability, investment returns, the company's major accomplishments, growth, innovation, and asset returns all contribute to a company's performance. Profitability assesses a business's ability to generate advantages and the extent to which it is managed effectively. Darmawan (2021) states that managers' perceptions of company profitability can be a good measure of performance.

Performance measurement is needed for the following reasons:

1. Performance evaluation can directly or indirectly control performance;
2. Performance evaluation will keep the company on track to achieve its goal of improving the supply chain;
3. Performance evaluation be utilized to enhance supply chain performance;
4. Incorrect measurement methods can lead to a decline in supply chain performance;
5. Performance evaluations can guide the supply chain

Company performance is the ability of a company to manage existing resources so that it can provide value to the company. By knowing the performance of the company, we can measure the level of efficiency and productivity of the company. Besides that, the company's performance assessment is also useful for knowing the extent of the development of a company (Saleh et al., 2020).

The definition of performance put forward according to (Boadi, 2016) is a function of the ability of workers to accept work goals, the level of achievement of goals and the interaction between goals and workers' abilities. This understanding of performance looks a little complicated because it recognizes performance as a function of the abilities of workers with the purpose of the work to be carried out.

Company performance is a representation of the company's overall state during a specific time period which is a outcome or accomplishment influenced by the company's operational activities in terms of resource utilization. Performance is a general term used for part or all of the actions or activities of an organization in a period with
reference to standard amounts such as past or projected costs, on the basis of efficiency, accountability or management accountability and the like (Saleh et al., 2020).

Company performance is the result of many decisions made continuously by management to achieve certain goals effectively and efficiently, namely the ability to minimize the use of resources in achieving organizational goals appropriately and adequately (Dalwai & Salehi, 2021).

**Green Human Capital**

Human capital refers to the ultimate performance of knowledge, expertise, innovation and the ability of employees to achieve goals (Siew et al., 2018) Human capital is inherent to employees, not to the organization. Therefore, if employees leave the company, human capital may be lost (Yong & Yusliza, 2016). According to Lin & Chen (2016) Green human capital is defined as the ultimate manifestation of employee knowledge, expertise, ability, experience, behavior, wisdom, creativity, and commitment to environmental protection or green innovation.

Measurement of constructs for latent variables in the study are as follows:

Green human capital, following the research of (Huang & Kung, 2011):

1. Company employees are committed to improving productivity and contributing to environmental protection;
2. Company employees have sufficient environmental protection capabilities;
3. Company employees bring excellent services and commodities related to environmental protection;
4. The high level of the organization shows the level of cooperation of work teams related to environmental protection;
5. Managers strongly support employees to finish their work in accordance with environmental protection requirements.

The accessibility of green human resources in an organization encourages the adoption of environmental management practices such as green supply chain management including green manufacturing and reversion abilities that establish a person as an asset to the company. It becomes an added operation every day through motivation, competence, and team work between teams. Contributions given by employees can be in the form of developing employee skills to increase company productivity, transferring knowledge possessed by employees to the company, as well as changing the culture in the company. In the future, if the employee is no longer working, the company can still use all the knowledge that the employee has. From this we can see that the company considers employees as valuable capital for the company. An employee also feels appreciated because his hard work is used as a legacy by the company which will be implemented and developed so that the company's performance can be even better (Dahiya & Raghuvanshi, 2021).

Human capital places human resources at a higher level than just resources, but valuable assets that are valuable and useful for the organization or company. As a valuable asset, human resources can even be compared with an investment portfolio that can be developed and its performance multiplied. Therefore, human capital does not view human
resources as a liability or a cost that burdens finances and reduces the level of organizational profits (Dahiya & Raghuvanshi, 2021).

Hypothesis Building

The effect of competitive advantage on company performance

The favorable direction coefficient indicates that high competitiveness can aid in the improvement of the company performance and the higher the competitiveness, the better the overall performance of the company. These researchers' findings can demonstrate some theories of competitive advantage according to Porter, competitors are the core of the organization's fulfillment and overcome, as well as determine the agency's activities (Jumadi, 2020).

Competitive advantage is a manner to get to the final purpose of the corporation, namely developing employer company performance. consequently, that it is able to explain a hypothesis approximately competitive benefit having a superb effect on the company performance of enter groups to be capable to reach the company performance last intention, particularly advancing employer performance (Shams, 2016). The following hypothesis could be concluded:

H1: Competitive advantage affects company performance

The effect of supply chain management on company performance

One method that may be used to create a competitive advantage is a management in the supply chain. Integrating supply chain, market, and product strategies have validated to be completed in increasing the development marketplace and product innovations. To boom the competitive advantage within the deliver chain, it's far necessary to study the benchmarks that affect the competitiveness of the supply chain (Shams, 2016).

Research performed by way of Kusuma (2019) states that, this evaluation is beneficial to recognize the courting of supply chain control to competitive advantage and company
performance, empirical survey as a studies technique, distributing questionnaires, interviews, and PLS packages, the findings in this take a look at are the advantageous affect between SCM on competitive advantage. Primarily based on the effects of the observe, it can be concluded a relationship as follows:

H2: Supply chain management affects company performance

The Effect of Green Human Capital in Moderating of Green Competitive Advantage on Company Performance

Green human capital is a wide idea that examines whether. internal or external human capabilities encourage higher income. Among the different kinds of human capital, health and education are considered the most important factors, which are interconnected and essential for human productivity improvement (Li & Huang, 2009).

Green human capital affects the production of renewable energy by absorbing new knowledge and providing employment for companies (Benhabib & Spiegel, 2005).

So, competitive advantage is a way to get to the very last cause of the company, particularly developing company organization performance. therefore, that it is able to provide an explanation for a hypothesis about competitive gain having awesome effect at the company performance of input businesses to be successful to reach the company overall performance closing goal, especially advancing company performance (Shams, 2016). So, the hypothesis as follows:

H3: Green human capital moderate of green competitive advantage on company performance

The effect of Green Human Capital in Orientating of Supply Chain Management

The availability of green human resources in an organization encourages the implementation of environmental management practices such as green supply chain management, including green manufacturing and reverse logistics, in order to achieve sustainability (Huang & Kung, 2011). Integrating supply chain, market, and product strategies have validated to be completed in increasing market development and product innovations. To boom the competitive advantage within the deliver chain, it's far necessary to study the benchmarks that affect the competitiveness of the supply chain (Shams, 2016). Among the various types of human capital, health and education are regarded as the most important elements, which are interconnected and essential for human productivity improvement (Li & Huang, 2009). There for green human capital will not slow down the impact of supply chain management on company performance. The following hypothesis could be concluded:

H 4: Green human capital orientated of supply chain management

METHODS

This study employed a quantitative methodology. Quantitative research employs closed-ended questions as the questionnaire's central question.
According to Zikmund (2013) quantitative research methods are those that are used to inspect the state of natural objects and in which researchers serve as the primary tool, including data collection technology that utilizes triangulation (combination) and data analysis induction. Qualitative research results emphasize meaning over generalization.

**Population and Samples**

Hair (2014) defines population is generalized area, composed of objects or subjects with specific numbers and characteristics. These numbers or characteristics are determined by researchers, where by then conclusions are then made. This study's population is made up of textile companies in Jakarta. Due to the large population of textile industry companies in Jakarta, the study will select a sample that is representative of the population.

This study makes use of sample-based research Malhotra (2010) defines samples as subgroups of population elements that have been chosen for research purposes. The sampling technique used in this study is non-probability sampling, which means that not everyone who works in a textile industry company in Jakarta has the same opportunity to be a respondent. Methods of non-probability sampling can yield accurate estimates of population characteristics (Malhotra, 2010). Purposive sampling is a non-probability sampling technique in which the research sample is limited because certain criteria are considered when determining the sample size. The respondents who will be addressed in this study are employees of textile industry companies in Jakarta. The size of the sample to be used in this study is targeted reach about 50 respondents, the researcher uses a sample of 50 because it makes easier for researchers to do data processing and limited time and the number of respondents included in the criteria. primary data are gathered through the distribution of closed questionnaires. A closed questionnaire is one that is presented with a list of alternative responses and then marked with da cross the response that corresponds to the choice. Then, using a Likert scale, these variables are quantified by assigning the following scores:

1 = Strongly Disagree (STS)
2 = Disagree (TS)
3 = Neutral (N)
4 = Agree (S)
5 = Strongly Agree (SS)

The instrument's measuring scale is ordinary. The sampling technique used in this study is an objective non-probability sampling technique. This means that the populations to be sampled in this study must meet the set expectations and the specific sampling criteria associated with the research objectives or problems.

**Data Analysis**

The structural equation model (SEM) was used to analyze the response of respondents to the questionnaire in this study. This test is used to determine the direct relationship between the independent and dependent variables. Testing also employs the SEM method to ascertain whether a hypothesis is accepted or rejected.

The partial minimum structural equation modeling (PLS-SEM) method (using Smart PLS software version 3.2.8) used for model testing. The model includes two analyses, namely
an external model and an internal model. Hair (2014) states that before a model is tested the relationship between variables in a study, a model test must be conducted to ascertain the relationship between items and the variables represented by the item through a Test of Measurement Model (Outer Model Analysis). Henseler et al. (2010) conduct model testing at this stage to ensure the legality and accuracy of the research model, stating that the research model is valid and reliable for further analysis. The validity test is conducted by determining the research model's convergence validity. Convergence validity can be determined by examining each variable's average variance extraction (AVE) value (minimum value is 0.500). Additionally, the reliability test can be performed by examining the composite reliability with a minimum limit of 0.60 and the load factor value for each measurement index with a minimum limit of 0.70.

According to the article by Hair (2014) the structural model is tested (internal model analysis). The multicollinearity test determines whether or not the independent variables in the regression model are correlated. In order to meet the BLUE (best linear unbiased estimator) criterion, there should be no correlation between each independent variable in the regression model. If the independent variables have a relationship, it can be said that the variables are not orthogonal. One way to detect the symptoms of multicollinearity is to use the following decision criteria to look at the tolerance value or variance inflation factor (VIF) value:

- The tolerance value is > 0.1 and VIF < 10, it can be concluded that there is no symptom of collinearity between the independent variables in the regression model.
- If the tolerance value is < 0.1 and VIF > 10, it is possible to conclude that there are signs of collinearity between the independent variables in the regression model.

**Hypothesis Testing**

Henseler (2010) stated that testing hypotheses using the PLS-SEM analysis method can be done by looking at the t-statistic values found in path analysis between path analysis through the bootstrapping method. In this study, the hypothesis can be tested by comparing the P-value to Alpha = 5%.

There are two possible outcomes for the research hypothesis, and they are as follows:

- The research hypothesis is rejected if the P-value value in this research model is smaller than 0.05 (P-value < 0.05).
- The research hypothesis is not rejected if the P-value value in this study model is greater than 0.05 (P-value > 0.05).

**Description of Research Subjects**

The following are the characteristics of respondents based on respondent's position, respondent's age and gender.
According to the above table, the respondents in this study are primarily in staff positions, with up to 30 respondents accounting for 60% of the total. According to the above table, it can be known that respondents aged 31 to 40 in this study are the majority. There are as many as 21 respondents between the ages of 31 and 40, accounting for 42% of the total. According to the above table, the vast majority of respondents in this study are male, with as many as 29 respondents, accounting for 58% of the total. Companies in the textile industry were chosen as samples, and there were 50 questionnaires distributed in total. All 50 questionnaires were returned complete. As a result, up to fifty questionnaires can be used to test the research hypothesis.

**Figure 2. PLS Algorithm Booth strapping Results**
The analysis’s findings indicate that all valid and reliable indicator variables reflect latent variables, with the model fitting conclusions drawn.

### Table 2.
**Hypotheses Testing**

| Hypothesis | Variable | Original Sample (O) | T Statistics (|O/STDEV|) | P Values | Information |
|------------|----------|---------------------|----------------|----------|-------------|
| H1         | Green Competitive Advantage (X1) | 0,202 | 2,302 | 0,022 | Accepted |
|            | Company performance (Y) | Supply Chain Management (X2) | 0,444 | 3,013 | 0,003 | Accepted |
| H2         | Company performance (Y) | Moderating Effect | 0,226 | 2,115 | 0,035 | Accepted |
| H3         | Company performance (Y) | Moderating Effect | -0,097 | 1,124 | 0,262 | Rejected |
| H4         | Company performance (Y) | - | - | - | - | - |

### RESULTS & DISCUSSION

**Hypothesis Testing**

Green competitive advantage has an influence on company performance. As can be seen from the preceding table, the significance value is 0.022, which is less than α=0.05, and thus H0 is rejected. As a result, it is possible to conclude that a green competitive advantage has an effect on business performance.

Supply chain management influences company performance. It shown in the preceding table, the significance value is 0.003, and its value is less than or equal to α=0.05, thus H0 is rejected. The result shows that supply chain management has an effect on company performance.

Green human capital mitigates the impact of green competitive advantage on company performance. As indicated in the preceding table, the significance value is 0.035, which is less than α=0.05, and thus H0 is rejected. As a result, it can be concluded that green human capital can mitigate the negative effects of green competitive advantage on business performance.

Green human capital mitigates the impact of supply chain management on company performance. It can be seen from the above table, the significance value is 0.262, which is greater than α=0.05, so it is decided not to reject H0. So, it can be concluded that green human capital cannot reduce the impact of green competitive advantage on company performance.

This study surveyed 50 respondents, the majority of whom held staff positions, namely as many as 30 respondents or 60%. The majority of those polled were between the
ages of 31 and 40, accounting for up to 21 respondents or 42% of total respondents. And male was represented by as many as 29 respondents, or 58% of all respondents.

It can be seen from the results of testing the outer model that all of the question indicators used in this study passed the validity and reliability tests. Thus, the outer model's conclusions are valid and reliable, and can proceed to the analysis of the inner models.

The outcomes of the multicollinearity test indicate according to the findings of multicollinearity between variables relating to green competitive advantage, green human capital, and company performance. As a result, no correlation exists between the independent variables in this study. The determined test coefficient R2 classifies the company's performance as very high.

The first hypothesis's test results indicate that green competitive advantage has an effect on company performance. In this case, the impact of green competitive advantage variables is directly proportional to company performance; as green competitive advantage increases, the value of company performance increases as well, and vice versa.

The results of the second hypothesis test indicate that supply chain management has an effect on business performance. In this case, the impact of supply chain management variables is proportional to company performance, which means that as supply chain management is improved, the value of company performance increases proportionately, and vice versa.

According to the third hypothesis's test result, green human capital can alleviate the impact of green competitive advantage on firm performance. In this case, green human capital amplifies the effect of green competitive advantage on firm performance. As a result, the higher the level of green human capital, the greater the impact of green competitive advantage on business performance.

Based on the findings of the fourth hypothesis, green human capital cannot compensate for the negative impact of supply chain management on company performance. In this case, green human capital cannot be used to enhance the impact of supply chain management on company performance.

**CONCLUSIONS**

Based on the outcomes of the data processing and analysis, from the interviewees, the conclusions that can be drawn based on the research objectives are as follows:

Green competitive advantage has a significant influence on the efficiency of businesses in the textile industry in Jakarta. In this case, the effect of green competitive advantage variables is directly proportional to company performance; as green competitive advantage increases, the value of company performance increases as well, and vice versa.

Supply chain management has a significant impact on the performance of companies in the textile industry in Jakarta. In this case, the impact of supply chain management variables to company performance, which means that as supply chain management is improved, the value of company performance increases proportionately, and vice versa.

Green human capital helps companies mitigate the negative impact of their green competitive advantage on their performance. Green human capital strengthens the impact of a company's green competitive advantage on performance. When the green human capital in
a company is high, so the greater the impact of green competitive advantage on its performance.

Green human capital will not slow down the impact of supply chain management on company performance. In this case, green human capital cannot enhance or weaken the impact of stock chain management on company performance.

REFERENCES


