

ABSTRACT

Reverse logistics which managed efficiently and effectively has the potential to get economic value and improve the positive image of the company in the sight of consumers and stuff distribution chain and able to improve services of after sells. This study aims to investigate the influence of the commitment of organizing and applying technology logistics for reverse logistics management in manufacturing that produce the steel pipe. The spotlight of this investigation is intended to look over the innovation and communication capabilities in improving the performance of reverse logistics on this company. The instrument analysis used in this research was Structural Equation Modeling with using SmartPLS software. The results show how a commitment organization in reverse logistics management can improve the innovation capabilities in order to increase the performance of reverse logistics. In addition, there is innovation capabilities affected the improving performance of reverse logistics. `

Keywords: Reverse logistics, The commitment of the organization, The capabilities.