ABSTRACT

The company is an institution established by individuals or institutions with a view to achieving the predetermined objectives of maximizing profits. Company goals include profitability, efficiency, satisfaction, and employee development, social responsibility and good relationships with communities and businesses and other objectives. In achieving these objectives, the company of course always interact with the environment because the environment contributes greatly and a great contribution to the sustainability of the company.

This result develops previous environmental management research by predicting the causality of green advertising effects on the relationship between the implementation of environmental management in terms of environmentally conscious companies and product protection, environmental reputation and financial performance, particularly in manufacturing companies in industry sub-sector textile and apparel.

The analytical method used is Structural Equation Modeling method with partial least square type which is designed to solve multiple regression when there is specific problem in the data, such as small sample size, missing data and multicollinearity.

The results of this study indicate that green advertising has a positive effect on environmental management activities that create an environmental reputation for the company, where the reputation of the environment can attract investors and create positive values for corporate customers as well as give a positive effect on the financial performance of the company.

Keywords : Green advertising, Sub-Sector Textile and Apparel, Environmental Management, Environmental Reputation ,Finansial Performance, SEM PLS.