

ABSTRACT

The progress of the business sector in various industries has contributed positively to economic growth and public welfare, but often has a negative impact on the environment. To overcome these challenges, companies are now expected to implement Green or environmentally friendly innovations in running their operations. Jantrakakikaki is one of the companies engaged in the automotive service industry that has implemented Green innovation since 2011 in supporting environmental sustainability and has implemented quality management in accordance with ISO 9001 quality. Although it has implemented quality management and Green innovation in running its operations, Jantrakakikaki does not yet know to what extent the implementation has been running.

Based on these problems, the purpose of this study is to identify the effect of Total Quality Management on Green Innovation mediated by Corporate Social Responsibility at Jantrakakikaki.

The method in this study uses a quantitative method and primary data collection techniques obtained by distributing questionnaires to 210 Jantrakakikaki employee respondents. Data analysis used in this study uses SEM-PLS analysis techniques analyzed using SmartPLS 4 software.

The results found from this study indicate that Total Quality Management has a significant and positive influence on Green Innovation at Jantrakakikaki. Total Quality Management has a significant and positive influence on Corporate Social Responsibility. While the Corporate Social Responsibility variable has a significant influence on Total Quality Management and Green Innovation can mediate both.

Based on the results of this study, it is expected to help determine and evaluate the implementation of Total Quality Management and the extent of the implementation of Green Innovation at Jantrakakikaki. The recommendation given from the results of this study is to evaluate the implementation of quality management in order to further improve the six aspects contained in Total Quality Management. In addition, it is hoped that Jantrakakikaki can maintain and continue to innovate in efforts towards environmental sustainability.

Keyword : *Total Quality Management, Green Innovation, Corporate Social Responsibility.*