

ABSTRACT

The rapid growth of the fast-food industry, particularly McDonald's in Bandung City, has led to significant environmental impacts due to plastic packaging and production waste. Amidst increasing awareness of sustainability issues, companies are adopting Green Supply Chain Management (GSCM) practices to mitigate these negative effects. GSCM not only focuses on environmental aspects but also on economic and social performance, as reflected in the Triple Bottom Line (TBL) concept. This research aims to analyze the influence of GSCM implementation on TBL at McDonald's in Bandung City, considering the limited number of similar studies in Indonesia, especially within the fast-food sector. The study specifically seeks to: 1) examine the positive effect of GSCM on TBL, 2) determine the strength of the influence of organizational culture in strengthening the relationship between GSCM and TBL empirically 3) determine the strength of the influence of organizational size in strengthening the relationship between GSCM and TBL empirically. Thus, this research is expected to provide a comprehensive picture of the benefits of GSCM integration in company operations. A quantitative approach was employed, utilizing a survey method that involved 184 McDonald's employees in Bandung City, selected through purposive sampling. Squares-Structural Data were collected via questionnaires with an ordinal scale and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to test validity, reliability, and relationships among variables. Research variables include GSCM (dimensions of internal management, green design, green production), TBL (economic, social, environmental performance), organizational size, and organizational culture. The results showed that: GSCM has a significant positive effect on TBL. These findings align with McDonald's efforts to implement eco-friendly policies, such as reducing plastic waste and using recycled materials, which have proven to support business sustainability. This research offers practical contributions for businesses to optimize GSCM strategies for achieving sustainability, as well as academic contributions by enriching the literature on GSCM in the fast-food industry. Future research is advised to expand the sample to more diverse geographical areas and explore mediating variables like technological innovation to deepen the analysis. Additionally, companies are encouraged to increase consumer awareness of green programs to strengthen brand image.

Keywords: *Green Supply Chain Management, Triple Bottom Line, Organization Size, Organizational Culture*