

ABSTRACT

The accumulation of waste has a negative impact on ecosystems such as polluting water, soil and air. Data shows that of the total national waste production, 35.67%, or 11.3 million tons of waste is still not managed properly. Switching to more environmentally friendly products is one of the important solutions to the problem of reducing waste accumulation, especially plastic waste. Despite the commitment to implement the use of environmentally friendly product as part of green supply chain management, it is still unclear to what extent these efforts can influence customer behavioral of intentions.

This research uses several theories to support the analysis, namely operations management, supply chain management, green supply chain management, customer relationship management and behavioral intention. This study aims to determine how much the relationship between the implementation of green supply chain management and customer behavioral intention (willingness to pay, repurchase intention and word of mouth) and whether customer satisfaction is an important factor in strengthening the relationship.

The railway transportation sector of Indonesian Railway Company (PT KAI) is the object of this research. This study uses quantitative methods and primary data collection techniques by distributing online questionnaires to 400 respondents of PT Kereta Api Indonesia customers. Data processing and data analysis in this study were carried out using the PLS-SEM method and using SmartPLS 4 software.

Based on the results of the analysis that has been carried out, it is found that green supply chain management has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on willingness to pay, customer satisfaction has a positive and significant effect on repurchase intention, customer satisfaction has a positive and significant effect on word of mouth, green supply chain management has a positive and significant effect on willingness to pay, repurchase intention and word of mouth, customer satisfaction mediates the relationship between green supply chain management and willingness to pay, repurchase intention and word of mouth.

The results of the research that have been conducted are expected to help evaluate the implementation of green supply chain management at Indonesian Railway Company (PT KAI). This research provides several recommendations to increase the emotional and functional value in the sustainable practices offered. In addition, it is hoped that PT Kereta Api Indonesia can maintain and continue to innovate in terms of sustainability.

Keywords: *Behavioural intention, Customer satisfaction, Green supply chain management, Repurchase intention, Willingness to pay, Word of mouth.*