

Abstract

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The impact of firm size, firm age and environmental management on the relationship between Operational performance and Corporate performance on Unilever Indonesia Case

Along with the times, especially the increasing technological developments in the economic sector. This has made a lot of companies start to appear in various existing sectors. This makes researchers want to know the extent and how the existing performance of these companies. Therefore, researchers use the firm size, firm age, and environmental management variables as benchmarks for how the company performs and the company's operations. Which is where in this case the researcher chose Unilever company as a company that has these indicators. By conducting research on Unilever itself, it is hoped that researchers will get answers about how the indicators mentioned above can affect the performance of a company and how the resulting impact can affect the performance of the Unilever company itself.

Apart from that, this research is expected to find out what Unilever needs to avoid so as not to interfere with the performance of the company and develop indicators that are used as benchmarks in developing Unilever's future company performance. In collecting the data itself, the researchers used a questionnaire distribution technique. In distributing the questionnaire itself, the researcher provides certain limitations so that the answers obtained are in accordance with the title of the study. These limitations, for example, are that the selected respondents are people who work at Unilever and then the number of samples taken is 200 respondents.

After the data has been successfully obtained, the data obtained is then processed using the help of tools, namely Smart PLS. This is done to obtain valid and reliable data so that it can be compared with the hypotheses that have been made by previous researchers. And the results that have been obtained after data processing are acceptable hypotheses as many as 5 of the 6 existing hypotheses so that it can be concluded that only environmental management variables on company performance alone do not have a significant impact.