

ABSTRAK

Tujuan penelitian ini untuk memperoleh bukti empiris adanya pengaruh proaktif manajemen lingkungan terhadap kinerja perusahaan. Populasi dalam penelitian ini adalah perusahaan keluarga yang terdaftar di Bursa Efek Indonesia periode 2013-2017 sebanyak 521 data perusahaan. Sampel dipilih menggunakan metode *purposive sampling* sebanyak 482 data perusahaan. Teknik analisis data menggunakan regresi linier berganda dengan bantuan software *SPSS for Windows release 20.0*. Hasil penelitian membuktikan secara empiris bahwa *product-focussed prevention pollution* berpengaruh negatif namun signifikan terhadap kinerja perusahaan, sedangkan *process-focussed prevention pollution* dan *environmental management activities* berpengaruh positif dan terbukti signifikan terhadap kinerja perusahaan.

Kata Kunci : Proaktif Manajemen Lingkungan, Kinerja Perusahaan, Perusahaan Keluarga

ABSTRACT

The purpose of this study is to obtain empirical evidence of the proactive influence of environmental management on company performance. The population in this study is a family company listed on the Indonesia Stock Exchange for the period 2013-2017 as much as 521 company data. The sample was selected using a purposive sampling method as much as 482 company data. The data analysis technique uses multiple linear regression with the help of SPSS software for Windows release 20.0. The results of the study prove empirically that product-focused prevention pollution has a negative but significant effect on company performance, while the process-focused prevention pollution and environmental management activities have a positive effect and are proven to be significant towards company performance.

Keywords : *Proactive Environmental Management, Firm Performance, Family Company*