

**UNIVERSITI TEKNOLOGI MARA**

**THE EFFECTS OF GREEN  
WAREHOUSE PRACTICES ON  
BUSINESS PERFORMANCE IN  
MALAYSIAN LOGISTICS  
INDUSTRY**

**SITI NORIDA BINTI WAHAB**

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## ABSTRACT

As the increasing pressure on costs and carbon footprints, most of the companies nowadays pay more attention to how to be better running their warehouse operations. However, the integration of green thinking into logistics service offerings in Malaysia is still at an early stage. Hence, there is a need for the Malaysian logistics industry to perusing green growth for sustainability and resilience which includes green warehouse practices (GWP). A great deal of research has been conducted to determine the factors that may influence green logistics and green supply chain management. Numerous models such as stakeholder theory and institutional theory have been applied and proposed to enhance the understanding of this issue. While the researcher may use any of these models, the integration of both theories has, however, attracted the researcher's attention. Thus, this research proposal aims to study the antecedents influencing GWP impacting business performance in the Malaysian logistics industry. These factors include the internal antecedents (employee involvement, top management commitment and owner support) and the external antecedents (government pressure, competitor pressure and customer pressure). Additionally, the understanding of this particular theory was further extended by integrating the moderating role of technological advancement. A quantitative methodology was adopted, and data were collected using self-administered questionnaires. A total of 226 warehousing practitioners from logistics companies in Malaysia participated in the survey. A Partial Least Square-Structural Equation Modelling (PLS-SEM) was used to examine the data analysis. Overall, the result of the study indicated that the proposed model provided a good understanding of the factors influencing GWP and business performance. The findings also shown that technological advancement has a significant moderating effect on the relationship between internal and external antecedents and GWP. The results also revealed that GWP has a significant impact on the respondents' operations, environmental, and financial performances. Although all the fifteen research objectives in this study were accomplished, not all research hypotheses were supported. Theoretically, this study offers useful information and data collected might help to further research which relevant to GWP. Additionally, this study targets to foster better understanding and knowledge towards the needs of GWP. Future research is encouraged to study the antecedents and impact of GWP from various countries.

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