



The Effect of Institutional Isomorphism on the Sustainability of Inter-State Distribution of Staple Foods in Indonesia with Green Logistics Variables as Mediation: A Review and Research Agenda

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Abstract— The internal and external environments have an impact on logistics company activities through coercive, mimetic, and normative techniques. The three pillars of business sustainability are economic, social, and environmental. All operations involving the forward and reverse movement of goods and services from the point of production to the point of consumption are the part of green logistics. With the help of green logistics variables as a mediator, this study aims to quantify the impact of institutional isomorphism on company sustainability. Several papers on topics relating to the research area's focus were reviewed in order to compile this article. Future research priorities are created by the review's findings. Research directions in the area of logistics for agriculture products are provided by this study.

Keywords— institutional isomorphism, green logistics, sustainability, distribution, staple food.

I. INTRODUCTION

In order to increase trade across regions and nations, logistics is crucial[1]. Business personnel can deliver items from suppliers to manufacturers to retail stores and end users with the aid of transportation as part of logistics activities[2]. The challenges the Indonesian nation has can be lessened by effective logistics operations, which can also assist regional and state economic growth[3]. One of the difficulties the Indonesian country faces is supplying the supply of goods or commodities required by the community. This inequality is reflected in the distribution of goods[4]. The basic commodity, meaning food, is one of these significant commodities. Despite the location, logistics is anticipated to play a part in decreasing price discrepancies that arise to ensure that food needs can be provided safely and at reasonable prices.

Since Indonesia has a large territory that is dominated by water and hundreds of islands, the integration of logistical activities is hampered by this fact, making the issue of the

country's logistics system one of the more important problems to be examined[5]. In this situation, multimodal transportation and the various forms of transportation must be integrated[6]. The sustainability of logistics operations is impacted by the absence of a fully integrated logistics system. Considering social, environmental, and economic factors is important for the logistics process to be sustainable. A strategy to lessen the harm caused by logistical operations is the idea of "green logistics." The use of sustainable logistics techniques will benefit society, the economy, and the environment. According to several studies, institutional support is needed to accelerate the deployment of the green idea.

Growing environmental, social and ethical concerns have led to increased pressures from consumer organizations, environmental advocacy groups and policy makers for agri-food companies to deal with their supply chains. Conventional agriculture is almost entirely driven by productivity and profit, sustainable agriculture integrates biological, chemical, physical, ecological, economic, and social sciences to create new farming practices that are safe and do not harm the environment. The objective of this paper is to put together a research framework for food logistics between regions in Indonesia so that it may serve as the foundation for additional study. In order to assess the effects of institutional factors on the adoption of green logistics and its effects on the sustainability of distribution of staple foods, this article summarizes some of the findings of published research and propose a conceptual model for future research.

II. LITERATURE REVIEW

Institutional Isomorphism

The rationale of institutional theory is based on the idea that in order to survive, organizations must convince the public or society that organizations are legitimate entities as well as worthy of support (Meyer and Rowan, 1977). Institutional theory is used to explain action and decision-making in public organizations (Scott, 2008). Institutional theory of organizations predicts that organizations will

become more similar due to institutional pressures, both due to coercive, normative, and mimetic existence (DiMaggio and Powell, 1983). Institutional theory has emerged to be well known as a powerful and popular explanatory, both for individual and organizational actions caused by exogenous factors (Dacin, 1997, Dacin et al., 2002), external factors (Frumkin and Galaskiewicz, 2004) social factors, societal expectation factors, environmental factors (Ashworth et al., 2009). Adjustments to external expectations or social expectations resulted in the emergence of a tendency for organizations to separate their internal activities and focus on systems that were symbolic in nature on external parties (Meyer and 12 Rowan, 1977).

Green Logistics

With an emphasis on protecting the environment and using as many environmentally friendly raw materials as possible, green logistics is a logistics concept that begins with the processing of commodities and ends with customers using the items[7]. Consumers send used products back to manufacturers for repair or processing into new ecologically friendly products (recycle). The green logistics system makes it easier to collect waste from consumers and transport it to recycling facilities[8]. The desire for manufacturing, transportation, and distribution systems to produce as little pollution as possible is where this idea first emerged in organizations, communities, and governments[9]. Reduced fuel use, the use of low-pollution means of transportation and collaboration with customers and the general public in the generation of energy are some examples of how green logistics is being used. Logistics functions are interdependent, and actions in one area often result in trade-offs in other areas of sustainability. This complicates logistics decisions even more. A reusable packaging system, for example, increases resource efficiency, which leads to cost savings, but it also leads to more reverse logistics routes, which leads to higher transportation emissions.

Sustainability Performance

The cooperation of stakeholders in the food sector including farmers, agribusiness, government and civil society is very important and needs to be improved. Stakeholders in the agri-food sector have an obligation to expand the impact of an inclusive, fair and efficient food system. Smallholder farmers cannot be ignored for their role in better supply chains and agribusiness [10]. Smallholder farmers cannot be ignored for their role in better supply chains and agribusiness[11]. Market access from small farmers should be improved. For more than two decades, interest in green logistics and sustainable supply chains has been rapidly growing, and the topic is becoming mainstream. This topic attracts number of academics, management practitioners, and policymakers. In the past few decades, most of the literature on supply chain management in the manufacturing and service sectors has been produced. However, little attention has been paid to the agriculture sector that has unique supply chain in terms of constraints on shelf life and perishability of products. The need for concrete decision tools based on the substantial interrelationships of various attributes referring to sustainability is increasing. Particularly, logistics decision-

making process factors and their impact on different aspects of performance have not attracted much attention of the academia. The next research challenge is in ethical, social, and ecological aspects.

III. METHODS

This article was compiled using a library search and article review approach. For library searches, authors use keywords to help authors get topic-related articles. The keywords we use are "isomorphism institutional isomorphism", "green logistics", "sustainability", "inter-state logistics", "staple food distribution". The author then selects which articles are indexed on several well-known publishers, namely: Scopus, Emerald, Springer, Taylor & Francis, Sage, Elsevier. This article does not only focus on articles related to inter-state food logistics, but articles that discuss outside of the main topic in this article are also included. After reviewing several articles, with reference to the process we described earlier, this research produces a conceptual model that in the future can be tested with quantitative, qualitative, or mix method.

IV. RESULTS AND DISCUSSION

Proposed Future Research Model

Food development has reached some good results, such as increasing production of strategic foods (rice, corn, and soybeans) and relatively high productivity[12]. However, food security remains a major concern for the government, particularly in terms of people's nutrition. As a result of these issues, Indonesia will face increasingly difficult food development challenges, both in terms of food demand and aspects of food production. In terms of food demand, the proportion of non-cereal consumption (proteins, fats, and vitamins) will rise. Without adequate logistical support, achieving equitable food security across regions and times will be difficult. In this case, stakeholders involved in logistics, must work together closely.

The significance of logistics in attaining food security, as demonstrated by the regular fluctuation of key food prices due to insufficient logistics. Consider the recent fluctuation in beef prices and the absence of suitable logistics in food insecure areas widespread in Eastern Indonesia. A logistics system that is combined with connectivity and a marine toll system can assist Indonesian areas in improving their food security and capacity to satisfy the food demands of the population more fairly. Logistics examines the movement of products induced by interregional commerce, often known as trade logistics. The trigger is still active. As a result, achieving a level of commodities exchange equilibrium in interregional commerce is required. For interregional trade transactions to occur, every area, or at least every province or island in Indonesia, must have an advantage or uniqueness of the items transferred. Each region must be able to identify the

benefits of the product or commodity that is required by other regions.

Institutional theory argues that organizations that prioritize legitimacy will tend to seek to conform to external expectations or social expectations (DiMaggio and Powell 1983; Frumkin and Galaskiewicz, 2004, Ashworth et al., 2009) where the organization is located. Public organizations that tend to acquire legitimacy will tend to have similarities or isomorphisms with other public organizations (DiMaggio and Powell, 1983). Isomorphism is the process by which one unit in a population resembles another in the face of the same environmental conditions (Hawley, 1968; DiMaggio and Powell, 1983). Several studies of the past year have emphasized how public organizations are the subject of deep institutional pressure that causes in general public organizations to become more similar (Ashworth et al., 2009).

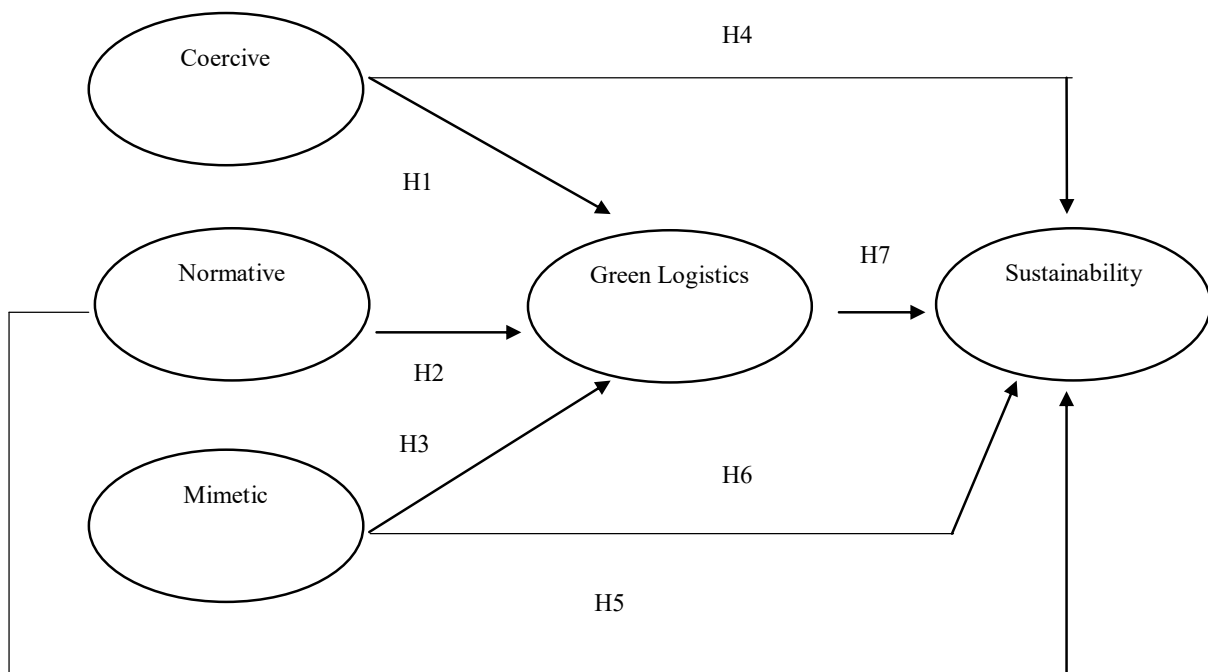


Figure 1. The Proposed Research Model

This research proposes to examine the causal relationship between institutional isomorphism on sustainability with green logistics as a mediation variable. The following proposes hypothesis:

- H1: Coercive will be positively related to green logistics
- H2: Normative will be positively related to green logistics
- H3: Mimetic will be positively related to green logistics
- H4: Coercive will be positively related to sustainability
- H5: Normative will be positively related to sustainability
- H6: Mimetic will be positively related to sustainability
- H7: Green Logistics will be positively related to sustainability

V. CONCLUSION

To maintain business sustainability, logistics business operations need to anticipate institutional pressures in applying the concept of green logistics. Changes in the way of thinking of consumers who use logistics services who then lead to more environmentally friendly logistics operations need to be responded to. The results of the preparation of this article show that institutional isomorphism is closely related to the practice of green logistics. Therefore, the research model proposed in this article can be a reference for further research with the aim of seeing the extent of the influence of institutional isomorphism on green logistics and sustainability. This model is very suitable to be implemented in emerging countries, especially Indonesia. Research that links the institutional influence of isomorphism and green logistics and is linked to sustainability is still very lacking, especially in the food logistics sector. The results of the preparation of this research model design are expected to be further researched in the future and to generalize the findings, especially those related to the application of green logistics in the agri-food sector.

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