

ABSTRACT

PENGARUH ESG DAN GREEN INNOVATION TERHADAP NILAI PERUSAHAAN (PADA PERUSAHAAN MANUFAKTUR SUB SEKTOR MAKANAN DAN MINUMAN YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2021-2023)

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Penelitian ini bertujuan untuk mengetahui pengaruh Esg dan Green Innovation terhadap Nilai Perusahaan pada perusahaan Manufaktur Subsektor Makanan dan Minuman yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2021-2023. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan asosiatif. Pengumpulan data sekunder yang diperoleh dari laporan tahunan dan laporan keberlanjutan perusahaan, serta pengambilan sampel menggunakan Purposive Sampling, dengan jumlah sampel sebanyak 16 perusahaan. Hasil penelitian ini menunjukkan bahwa ESG berpengaruh signifikan terhadap nilai perusahaan dan green innovation tidak berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci : ESG, Green Innovation, dan Nilai perusahaan

ABSTRACT

THE INFLUENCE OF ESG AND GREEN INNOVATION ON FIRM VALUE (A Study on Food and Beverage Subsector Manufacturing Companies Listed on The Indonesia Stock Exchange in 2021–2023)

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ESG and green innovation can be significantly impacts firm value because they improve a company's reputation, attract investors, reduce risk, and enhance long-term sustainability. By demonstrating commitment to environmental and social responsibility, companies can gain a competitive advantage and build trust with stakeholders. Green innovation, in particular, can lead to cost savings, increased efficiency, and the development of new products and markets. This study examined the influence of Environmental, Social, and Governance (ESG) practices and Green Innovation on firm value in manufacturing companies in the food and beverage subsector listed on the Indonesia Stock Exchange (IDX) from 2021 to 2023. This research employed a quantitative method with an associative approach. Secondary data were collected from company annual reports and sustainability reports. Samples were selected using purposive sampling, resulting in 16 companies. Data were analyzed using EViews software. The findings indicated that ESG had a significant influence on firm value. In contrast, Green Innovation did not have a significant effect on firm value. Green innovation might not significantly affect firm value in the food and beverage industry because companies may perceive it primarily as a compliance issue rather than a strategic advantage. Additionally, transparency in disclosing carbon emissions, rather than green innovation itself, might be a more impactful driver of investor confidence and firm value.

Keywords: ESG, Green Innovation, Firm Value

