

ABSTRAK

Putra, I Gusti Made Priyambhada (2024), Pengaruh *Green accounting* dan *Business strategy* Terhadap Nilai Perusahaan Dengan Return Saham Sebagai Variabel Intervening. Tesis, Magister Akuntansi, Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: *Green accounting*, *business strategy*, return saham, nilai perusahaan.

Latar belakang masalah penelitian ini adalah pentingnya *green accounting* dan strategi bisnis dalam meningkatkan nilai perusahaan, terutama di industri yang memiliki dampak lingkungan signifikan seperti industri kimia. Tujuan dari penelitian ini adalah untuk mengidentifikasi dampak penerapan *green accounting* dan *business strategy* terhadap nilai perusahaan dengan *return* saham sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM-PLS (Structural Equation Modeling-Partial Least Square) menggunakan software SmartPLS Versi 3. Populasi dalam penelitian ini adalah perusahaan industri kimia yang terdaftar di Bursa Efek Indonesia dan dipublikasikan di website www.idx.com pada periode 2020-2022. Data sekunder yang digunakan diperoleh dari laporan keuangan dan tahunan perusahaan. Hasil penelitian ini menunjukkan bahwa (1) *green accounting* berpengaruh positif signifikan terhadap nilai perusahaan; (2) *business strategy* berpengaruh positif dan signifikan terhadap nilai perusahaan; (3) *green accounting* berpengaruh positif dan signifikan terhadap return saham; (4) *business strategy* berpengaruh positif dan signifikan terhadap return saham; (5) return saham berpengaruh positif dan signifikan terhadap nilai perusahaan; (6) return saham memediasi secara positif dan signifikan pengaruh *green accounting* terhadap nilai perusahaan; (7) return saham memediasi secara positif dan signifikan pengaruh *business strategy* terhadap nilai perusahaan. Kesimpulan dari penelitian ini adalah bahwa implementasi *green accounting* dan strategi bisnis yang efektif dapat meningkatkan nilai perusahaan melalui peningkatan return saham. Implikasi penelitian ini menggarisbawahi pentingnya pengelolaan lingkungan dan strategi bisnis yang baik dalam meningkatkan kinerja dan nilai perusahaan di industri kimia.

ABSTRACT

Putra, I Gusti Made Priyambhada (2024), The Influence of Green Accounting and Business Strategy on Company Value with Stock Returns as an Intervening Variable. Thesis, Master of Accounting, Postgraduate, Ganesha University of Education.

This thesis has been approved and examined by Supervisor I: and Supervisor II:

Key words: Green accounting, business strategy, stock returns, company value.

The background to this research problem is the importance of green accounting and business strategies in increasing company value, especially in industries that have a significant environmental impact such as the chemical industry. The aim of this research is to identify the impact of implementing green accounting and business strategy on company value with stock returns as a mediating variable. This research uses a quantitative approach with the SEM-PLS (Structural Equation Modeling-Partial Least Square) method using SmartPLS Version 3 software. The population in this research is chemical industrial companies listed on the Indonesia Stock Exchange and published on the website www.idx.com in the period 2020-2022. The secondary data used was obtained from the company's financial and annual reports. The results of this research show that (1) green accounting has a significant positive effect on company value; (2) business strategy has a positive and significant effect on company value; (3) green accounting has a positive and significant effect on stock returns; (4) business strategy has a positive and significant effect on stock returns; (5) stock returns have a positive and significant effect on company value; (6) stock returns mediate positively and significantly the effect of green accounting on company value; (7) stock returns mediate positively and significantly the influence of business strategy on company value. The conclusion of this research is that the implementation of green accounting and effective business strategies can increase company value through increasing stock returns. The implications of this research underscore the importance of good environmental management and business strategy in improving company performance and value in the chemical industry.