

ABSTRAK

HIGINUS BONAVENTURA SALU. *Green Innovation* dalam Memoderasi Pengaruh *Corporate Social Responsibility* dan Kinerja Lingkungan terhadap Kinerja Keuangan pada Perusahaan Manufaktur yang Terdaftar di Bursa Efek Indonesia Periode 2018-2022. Tesis. Medan: Program Pascasarjana Universitas Negeri Medan, April 2024.

Studi ini menganalisis *Corporate Social Responsibility* dan Kinerja Lingkungan terhadap kinerja keuangan dan peran *Green Innovation* memoderasi *Corporate Social Responsibility* dan Kinerja Lingkungan terhadap kinerja keuangan. Sampel penelitian adalah perusahaan sektor aneka industri di Bursa Efek Indonesia periode 2018–2022 sebanyak 6 perusahaan dengan 193 pengamatan. Teknik analisis data menggunakan analisis regresi moderat (MRA) dan analisis regresi berganda (MRA). Analisis didasarkan pada data sekunder yang diperoleh dari laporan tahunan. Studi ini memperoleh beberapa bukti empiris yaitu pertama, *Corporate Social Responsibility* tidak berpengaruh signifikan terhadap kinerja keuangan, sedangkan *Green Innovation* berpengaruh positif dan signifikan terhadap kinerja keuangan. Kedua, Kinerja Lingkungan tidak berpengaruh signifikan tentang dengan kinerja keuangan, sedangkan *Green Innovation* berpengaruh positif dan signifikan terhadap kinerja keuangan. Ketiga, *Green Innovation* berpengaruh positif dan signifikan terhadap kinerja keuangan. Keempat, *Corporate Social Responsibility* terhadap kinerja keuangan tidak dimoderasi oleh *Green Innovation*. Artinya, *Green Innovation* hanya berperan sebagai variabel independen dalam model hubungan yang dibentuk. Kelima, Kinerja Lingkungan terhadap kinerja keuangan tidak dimoderasi oleh *Green Innovation*. Artinya, *Green Innovation* hanya berperan sebagai variabel independen dalam model hubungan yang dibentuk. Hasil ini menunjukkan tanggung jawab sosial perusahaan (CSR) sangat penting untuk memberikan perusahaan keunggulan kompetitif dan nilai tambah, sehingga meningkatkan keuntungan mereka. Dengan memanfaatkan CSR semaksimal mungkin, perusahaan mampu menghasilkan keuntungan dan total ekuitas yang lebih besar. Hasil penelitian juga menunjukkan kinerja lingkungan melalui PROPER diharapkan para pelaku usaha semakin peduli terhadap lingkungan sekitar mereka. Bisnis yang mengikuti PROPER akan mendapat nilai positif jika kinerjanya baik karena keberlangsungan suatu bisnis juga bergantung pada peningkatan kinerja keuangannya pemangku kepentingannya.

Kata Kunci: *Green Innovation*, *Corporate Social Responsibility*, Kinerja Lingkungan, Kinerja Keuangan

ABSTRACT

HIGINUS BONAVENTURA SALU. *Green Innovation in Moderating the Influence of Corporate Social Responsibility and Environmental Performance on Financial Performance in Manufacturing Companies Listed on the Indonesia Stock Exchange for the 2018-2022 Period. Thesis. Medan: Medan State University Postgraduate Program, April 2024.*

This study analyzes Corporate Social Responsibility and Environmental Performance on financial performance and the role of Green Innovation in moderating Corporate Social Responsibility and Environmental Performance on financial performance. The research sample was 6 companies in various industrial sectors on the Indonesia Stock Exchange for the 2018–2022 period with 193 observations. Data analysis techniques use moderate regression analysis (MRA) and multiple regression analysis (MRA). The analysis is based on secondary data obtained from annual reports. This study obtained empirical evidence: first, Corporate Social Responsibility has no significant effect on financial performance, while Green Innovation has a positive and significant effect on financial performance. Second, Environmental Performance has no significant effect on financial performance, while Green Innovation has a positive and significant effect on financial performance. Third, Green Innovation positively and significantly affects Fourth's financial performance. Corporate Social Responsibility for financial performance is not moderated by Green Innovation. Green Innovation only acts as an independent variable in the relationship model. Fifth, Environmental Performance on financial performance is not moderated by Green Innovation. Green Innovation only acts as an independent variable in the relationship model. These results show that corporate social responsibility (CSR) is crucial to providing companies with competitive advantages and added value, thereby increasing their profits. Companies can generate greater profits and total equity by utilizing CSR as fully as possible. The research results also show that environmental performance through PROPER is expected for business actors to care more about the environment around them. Businesses that follow PROPER will receive a positive score if their performance is good because the sustainability of a business also depends on improving the financial performance of its stakeholders.

Keywords: *Green Innovation, Corporate Social Responsibility, Environmental Performance, Financial Performance*