

***The Influence of Business Strategy, Enterprise Risk Management (ERM), and Sustainability Report on the Financial Performance***

***By Azzaleya Agashi Lombu***

***Abstract***

*This study is quantitative research aimed at examining the influence of business strategy, Enterprise Risk Management (ERM), and Sustainability Report (SR) on the financial performance of companies. The population of this study consists of companies in the Consumer Non-Cyclical or Primary Consumer Goods sector listed on the Indonesia Stock Exchange (IDX) during the 2021–2023 period. Using purposive sampling techniques, 54 companies met the criteria, resulting in a total of 162 observations. Hypothesis testing was conducted using multiple linear regression analysis with STATA version 17. The findings of the study include: (1) business strategy has a negative effect on the financial performance of companies, (2) ERM has no effect on the financial performance of companies, and (3) SR has no effect on the financial performance of companies.*

***Keywords: business strategy, ERM, Sustainability Report, financial performance***

# **Pengaruh Strategi Bisnis, Enterprise Risk Management (ERM), dan Sustainability Report terhadap Kinerja Keuangan Perusahaan**

**Oleh Azzaleya Agashi Lombu**

## **Abstrak**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh strategi bisnis, Enterprise Risk Management (ERM), dan *Sustainability Report* terhadap kinerja keuangan perusahaan. Populasi di dalam penelitian ini merupakan perusahaan sektor *Consumer Non-Cyclical* atau Barang Konsumen Primer yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2021-2023. Setelah digunakan teknik *purposive sampling*, didapati 54 perusahaan memenuhi kriteria sehingga total observasi menjadi 162. Pengujian hipotesis menggunakan analisis linear berganda dengan STATA versi 17. Hasil penelitian, antara lain: (1) strategi bisnis memiliki pengaruh negatif terhadap kinerja keuangan perusahaan, (2) ERM tidak berpengaruh terhadap kinerja keuangan perusahaan, (3) SR tidak berpengaruh terhadap kinerja keuangan perusahaan.

**Kata kunci: strategi bisnis, ERM, Sustainability Report, kinerja keuangan**