

***THE EFFECT OF GREEN ACCOUNTING, GREEN INNOVATION,
AND CORPORATE SOCIAL RESPONSIBILITY ON COMPANY
FINANCIAL PERFORMANCE WITH INTELLECTUAL CAPITAL
AS A MODERATING VARIABLE***

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ABSTRACT

This quantitative research looks into the extent to which green accounting, green innovation, and corporate social responsibility (CSR) influence corporate financial performance, with intellectual capital incorporated as a moderating variable. The study makes use of secondary data from 35 manufacturing firms that were listed between 2022 and 2024 on the Indonesia Stock Exchange, selected through a purposive sampling approach. Panel data regression analysis was conducted using STATA 14. The outcomes show that business financial performance is positively impacted by green accounting, whereas green innovation and CSR do not exhibit a positive impact. Additionally, intellectual capital is not proven to moderate the relationships between green accounting, green innovation, and CSR and corporate financial performance. These outcomes suggest that sustainability-oriented practices within companies have not yet yielded substantial financial implications or have not been fully integrated into corporate operations.

Keywords: *Green Accounting, Green Innovation, Corporate Social Responsibility, Intellectual Capital, Corporate Financial Performance.*

PENGARUH GREEN ACCOUNTING, GREEN INNOVATION, DAN CORPORATE SOCIAL RESPONSIBILITY TERHADAP KINERJA KEUANGAN PERUSAHAAN DENGAN INTELLECTUAL CAPITAL SEBAGAI VARIABEL MODERASI

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ABSTRAK

Studi kuantitatif ini berupaya menyelidiki dampak akuntansi hijau, inovasi hijau, dan tanggung jawab sosial perusahaan terhadap kinerja keuangan perusahaan. Data dalam studi ini berasal dari 35 perusahaan manufaktur yang berada di BEI selama periode 2022-2024. Pemilihan sampel dilakukan dengan *purposive sampling* dan dianalisis menggunakan perangkat lunak STATA 14 dengan regresi panel. Temuan menunjukkan meskipun inovasi hijau dan CSR tidak berpengaruh terhadap kinerja keuangan perusahaan, akuntansi hijau justru berpengaruh signifikan. Lebih lanjut, belum terbukti bahwa modal intelektual memperkuat dampak akuntansi hijau, inovasi hijau, dan tanggung jawab sosial perusahaan terhadap kinerja keuangan perusahaan.

Kata kunci: Akuntansi Hijau, *Green Innovation*, *Corporate Social Responsibility*, *Intellectual Capital*, Kinerja Keuangan Perusahaan.