

**Pengaruh Green Banking Dan Corporate Social Responsibility Terhadap
Nilai Perusahaan Pada Perusahaan Perbankan Yang Terdaftar Di BEI Tahun
2021-2022**

ABSTRAKSI

Oleh:

Della Novita

2062087

Dosen Pembimbing:

Lilik Pujiati. SE., MSA

Penelitian ini bertujuan untuk mengetahui pengaruh green banking dan corporate social responsibility terhadap nilai perusahaan pada perusahaan perbankan yang terdaftar di BEI tahun 2021-2022. Dalam penelitian ini, green banking diukur berdasarkan indikator Green Coin Ratings (GCR), sedangkan corporate social responsibility diukur dengan indikator berdasarkan GRI-G4, dan nilai perusahaan diukur menggunakan Price to Book Value (PBV). Penelitian ini menggunakan metode deskriptif kuantitatif dengan jumlah sampel sebanyak 42 perusahaan, menghasilkan total 84 data yang diperoleh dari laporan keuangan selama 2 tahun. Hasil penelitian menunjukkan bahwa green banking berpengaruh positif dan signifikan terhadap nilai perusahaan, serta corporate social responsibility juga berpengaruh positif dan signifikan terhadap nilai perusahaan.

Kata kunci: Green Banking, Corporate Social Responsibility, Nilai Perusahaan

**The Influence of Green Banking and Corporate Social Responsibility on
Firm Value in Banking Companies Listed on the Indonesia Stock Exchange
(IDX) in 2021-2022**

ABSTRACT

Oleh:

Della Novita

2062087

Dosen Pembimbing:

Lilik Pujiati. SE., MSA

This research aims to determine the influence of green banking and corporate social responsibility on company value in banking companies listed on the BEI in 2021-2022. In this research, green banking is measured based on the Green Coin Ratings (GCR) indicator, while corporate social responsibility is measured using indicators based on GRI-G4, and company value is measured using Price to Book Value (PBV). This research used a quantitative descriptive method with a sample size of 42 companies, producing a total of 84 data obtained from financial reports for 2 years. The research results show that green banking has a positive and significant effect on company value, and corporate social responsibility also has a positive and significant effect on company value.

Keywords: Green Banking, Corporate Social Responsibility, Company Values