

ABSTRAK

Ayu Nur Rachmawati. 2024. Pengaruh *Green Innovation*, *Firm Size*, dan *Financial Assets* Terhadap *Sustainable Growth Rate* Perusahaan Sektor *Basic Material* Pada Bursa Efek Indonesia Tahun 2019-2022. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak. C.A. Pembimbing (II) Liliek Nur Sulistiyowati, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh *Green Innovation*, *Firm Size*, dan *Financial Assets* terhadap *Sustainable Growth Rate*. Penelitian ini menggunakan teknik *purposive sampling* dalam pengambilan sampel dan diperoleh 66 perusahaan sektor *basic material* pada Bursa Efek Indonesia (BEI) dengan periode tahun 2019-2022. Metode penelitian yang digunakan yaitu kuantitatif dengan teknik analisis regresi berganda dan didukung oleh program *SPSS versi 22 for windows*.

Hasil penelitian ini adalah secara parsial (t-test) *Green Innovation* berpengaruh negatif dan signifikan terhadap *Sustainable Growth Rate*, *Firm Size* tidak berpengaruh terhadap *Sustainable Growth Rate*, *Financial Assets* berpengaruh positif dan signifikan terhadap *Sustainable Growth Rate*. Secara simultan (F-test) *Green Innovation*, *Firm Size*, dan *Financial Asset* berpengaruh positif signifikan terhadap *Sustainable Growth Rate*.

Kata Kunci : *Green Innovation*, *Firm Size*, *Financial Assets*, *Sustainable Growth Rate (SGR)*

ABSTRACT

Ayu Nur Rachmawati. 2024. *The Influence of Green Innovation, Firm Size, and Financial Assets toward the Sustainable Growth Rate of Basic Materials Sector Companies on the Indonesian Stock Exchange 2019-2022*. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak. C.A. Advisor (II) Liliek Nur Sulistiyowati, S.E., M.M.

This research aimed to find out whether there is an influence of Green Innovation, Firm Size, and Financial Assets towards the Sustainable Growth Rate. This research used a purposive sampling technique and obtained 66 companies in the basic materials sector on the Indonesia Stock Exchange (BEI) for the period 2019-2022. The research method used was quantitative with multiple regression analysis techniques and was supported by the SPSS version 22 for Windows program.

The results of this research are partial (t-test) that Green Innovation has a negative and significant effect towards the Sustainable Growth Rate, Firm Size has no effect towards the Sustainable Growth Rate, Financial Assets has a positive and significant effect towards the Sustainable Growth Rate. Simultaneously (F-test) Green Innovation, Firm Size, and Financial Assets have a significant positive effect towards the Sustainable Growth Rate.

Keywords: *Green Innovation, Firm Size, Financial Assets, Sustainable Growth Rate (SGR)*