

ABSTRACT

Ernia Wahyu Nugrahini. 2024. Pengaruh Penerapan *Green Banking*, *Corporate Social Responsibility (CSR)*, dan *Growth Opportunity* Terhadap Nilai Perusahaan (Studi Pada Perusahaan Perbankan Di Indonesia Yang Terdaftar Di BEI Periode Tahun 2020-2023). Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (1) Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak. C.A. Pembimbing (2) Liliek Nur Sulistiyowati, S.E., M.M.

Penelitian ini dilatarbelakangi oleh fenomena praktik kecurangan yang semakin banyak di sektor perbankan. Kasus kecurangan yang sering terjadi di sektor perbankan yaitu, korupsi. Hal ini dapat mengganggu stabilitas sistem keuangan dan membahayakan perekonomian nasional. Selain itu, dapat mempengaruhi penerapan *Green Banking*, *Corporate Social Responsibility (CSR)*, dan *Growth Opportunity*. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh *Green Banking*, *Corporate Social Responsibility (CSR)*, dan *Growth Opportunity* terhadap nilai perusahaan.

Penelitian ini dilakukan di perusahaan perbankan konvensional yang terdaftar di Bursa Efek Indonesia (BEI) periode tahun 2020-2023. Sampel penelitian 161. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan menggunakan analisis regresi linier berganda menggunakan bantuan program SPSS versi 22. Hasil penelitian ini adalah *Green Banking* tidak berpengaruh dan tidak signifikan terhadap nilai perusahaan, *Corporate Social Responsibility (CSR)* tidak berpengaruh dan tidak signifikan terhadap nilai perusahaan, dan *Growth Opportunity* berpengaruh positif dan signifikan terhadap nilai perusahaan.

Kata Kunci : *Green Banking*, *Corporate Social Responsibility (CSR)*, *Growth Opportunity*, dan Nilai Perusahaan

ABSTRACT

Ernia Wahyu Nugrahini. 2024. *The Influence of Implementing Green Banking, Corporate Social Responsibility (CSR), and Growth Opportunity towards Company Value (Study of Banking Companies in Indonesia Listed on the IDX for the 2020-2023 Period)*. Thesis. Management Department, Economic and Business Faculty, Universitas PGRI Madiun. Advisor : Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak. C.A. Advisor : Liliek Nur Sulistiyowati, S.E., M.M.

This research is motivated by the phenomenon of increasingly fraudulent practices in the banking sector. Fraud cases that often occur in the banking sector are corruption. This could disrupt the stability of the financial system and endanger the national economy. Apart from that, it can influence the implementation of Green Banking, Corporate Social Responsibility (CSR), and Growth Opportunity. This research aimed to determine whether there was an influence of Green Banking, Corporate Social Responsibility (CSR), and Growth Opportunity towards company value.

This research was conducted at conventional banking companies listed on the Indonesia Stock Exchange (BEI) for the 2020-2023 period. The research sample was 161. The research method used was a quantitative approach using multiple linear regression analysis using the SPSS version 22 program. The results of this research were that Green Banking had no effect and was not significant towards company value, Corporate Social Responsibility (CSR) had no effect and was not significant towards company value, and Growth Opportunity has a positive and significant effect towards company value.

Keywords : *Green Banking, Corporate Social Responsibility (CSR), Growth Opportunity, and Company Value*