

ABSTRAK

Mukhlis Hermawan. 2025. Pengaruh *Green Finance*, *Competitive Advantage*, *Chief Executive Officer (CEO) Power* Terhadap Nilai Perusahaan Dengan Kebijakan Hutang Sebagai Variabel Moderasi. Skripsi. Program Studi Akuntansi, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anny Widiasmara, S.E., M.Si., CSRS. Pembimbing (II) Richo Diana Aviyanti, S.E., M.Ak.

Penelitian ini mengkaji pengaruh *Green Finance*, *Competitive Advantage*, dan *CEO Power* terhadap nilai perusahaan, serta peran kebijakan hutang sebagai variabel moderasi pada perusahaan properti dan real estate yang terdaftar di BEI tahun 2021–2024. Dengan pendekatan kuantitatif, hasil menunjukkan bahwa *Green Finance* tidak berpengaruh terhadap nilai perusahaan, *Competitive Advantage* berpengaruh positif, dan *CEO Power* berpengaruh negatif. Sementara itu, kebijakan hutang tidak mampu memoderasi hubungan ketiga variabel independen terhadap nilai perusahaan.

Kata Kunci : *Green Finance*, *Competitive Advantage*, *Chief Executive Officer (CEO) Power*, Nilai Perusahaan, Kebijakan Hutang

ABSTRACT

Mukhlis Hermawan. 2025. The Influence of Green Finance, Competitive Advantage, Chief Executive Officer (CEO) Power on Company Value with Debt Policy as a Moderating Variable. Thesis. Accounting Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Anny Widiastara, S.E., M.Si., CSRS. Advisor (II) Richo Diana Aviyanti, S.E., M.Ak.

Keyword : Green Finance, Competitive Advantage, Chief Executive Officer (CEO) Power, Company Value, Debt Policy

This study examines the influence of Green Finance, Competitive Advantage, and CEO Power on firm value, as well as the role of debt policy as a moderating variable in property and real estate companies listed on the Indonesia Stock Exchange (IDX) in 2021–2024. Using a quantitative approach, the results show that Green Finance has no effect on firm value, Competitive Advantage has a positive effect, and CEO Power has a negative effect. Meanwhile, debt policy is unable to moderate the relationship between the three independent variables and firm value.