

**EFEKTIVITAS *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP
KINERJA EKONOMI DAN LINGKUNGAN DENGAN MODERASI
INOVASI BERBASIS KEBERLANJUTAN**

ABSTRAK

Penelitian ini menganalisis pengaruh *Corporate Social Responsibility* (CSR) terhadap kinerja ekonomi dan lingkungan, serta peran moderasi inovasi berbasis keberlanjutan pada perusahaan energi di Bursa Efek Indonesia periode 2021–2024. Sampel penelitian berjumlah 76 perusahaan yang dipilih dengan purposive sampling, menggunakan data sustainability report dan dianalisis dengan regresi linier berganda serta Moderated Regression Analysis (MRA). Hasil penelitian menunjukkan CSR tidak berpengaruh signifikan terhadap kinerja ekonomi, namun berpengaruh positif terhadap kinerja lingkungan. Inovasi berbasis keberlanjutan memperkuat pengaruh CSR terhadap kinerja lingkungan, tetapi tidak terhadap kinerja ekonomi.

Kata Kunci: Corporate Social Responsibility, kinerja ekonomi, kinerja lingkungan, inovasi berbasis keberlanjutan, sektor energi.

The Effectiveness of Corporate Social Responsibility on Economic and Environmental Performance with Moderation in Sustainability-Based Innovation

ABSTRACT

This study analyzes the influence of Corporate Social Responsibility (CSR) on economic and environmental performance, as well as the moderating role of sustainability-based innovation in energy companies listed on the Indonesia Stock Exchange for the 2021–2024 period. The study sample consisted of 76 companies selected through purposive sampling, using sustainability report data, and analyzed using multiple linear regression and Moderated Regression Analysis (MRA). The results show that CSR has no significant effect on economic performance, but a positive effect on environmental performance. Sustainabilitybased innovation strengthens the influence of CSR on environmental performance, but not on economic performance.

Keywords: *Corporate Social Responsibility, economic performance, , sustainability-based innovation, enerperformance*