

adopt sustainable practices and invest in green strategies, positively contributing to environmental sustainability and enhancing their reputation in the global market.

Practical implications of this study can be considered Companies can use the findings of this study to optimize their investment strategies. By understanding how tax policies moderate green investment decisions, companies can design strategies that utilize tax incentives to increase net profits and the financial attractiveness of green projects. Meanwhile, the implications of this study in terms of regulation, namely the government can use the results of the study to design more effective tax policies in encouraging green investment. By understanding how tax policies moderate investment decisions, the government can create more targeted incentives to increase investment in green technologies and sustainability practices. This study is limited to LQ-45 companies listed on the IDX over six years, while companies listed on the IDX are companies that have conducted an IPO. So it does not represent small companies, further research is suggested to conduct a comparative study between large and small companies to obtain more complex results and provide a broader view.

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