

ABSTRACT

Firm value is how investors view the success of a company, which is usually indicated by the price of shares traded. Every company seeks to increase its corporate value as a reflection of public trust and a performance benchmark. Firm value reflects management strategies in managing resources, which have an impact on efficiency, innovation and competitiveness. Effective strategies allow companies to adopt to market changes and attract investors. The increase in company value also encourages shareholder welfare, making it more attractive for investors to invest.

This study aims to examine the effect of green accounting, dividend policy, and profitability on firm value in the energy sector listed on the Indonesia Stock Exchange for the 2019-2023 period.

This research uses quantitative methods. The sampling technique used was purposive sampling involving 7 companies observed for five years so that a sample of 35 observation data was obtained. The data analysis technique used is panel data regression using Eviews 12 software.

The results of the study indicate that green accounting, dividend policy, and profitability simultaneously affect firm value. Partially, green accounting has a positive effect on firm value, while dividend policy and profitability have no effect on firm value.

This study contributes to providing insight into the factors that influence firm value, with a focus on energy sector companies listed on the Indonesia Stock Exchange for the 2019-2023 period. This research is expected to provide a new perspective for various interested parties, especially academics and practitioners. It is hoped that it can be useful for investors regarding company value as a consideration in making investment decisions. In addition, future researchers are advised to be able to use other measurement methods that have the potential to affect firm value.

Keywords: firm value, green accounting, dividend policy, profitability