ABSTRACT

The company aims to achieve optimal profits, improve shareholder welfare, and have high corporate value. Corporate value serves as a measure of a company's success in asset management so that the market values it higher than its recorded shares and debts. A company that has a good market price for its outstanding shares and debt value compared to its assets can be concluded to have good corporate value.

The objective of this study is to determine the influence of green processes and green products on corporate value, with firm age and firm size as control variables. Corporate value is measured using Tobin's Q, while green processes are assessed using process innovation with four indicators, and green products are evaluated using product innovation with four assessment indicators for these variables. The firm age variable uses the number of years the company has been in operation, and the firm size variable uses the natural logarithm of the number of employees in manufacturing companies listed on the Indonesia Stock Exchange (IDX) from 2020 to 2023.

This study employs a quantitative research method with data collection techniques involving documentation and literature review. The study population consists of 445 manufacturing companies listed on the IDX from 2020 to 2023, and the sample used comprises 49 companies with 196 observations. The data analysis techniques employed include descriptive statistics and regression analysis of panel data using Eviews software version 13.

The results of this study reveal that the green process and green product variables have a significant simultaneous effect on firm value. Partially, the green process variable has no effect on firm value. Meanwhile, the green product variable has a negative effect on company value in manufacturing companies listed on the Indonesia Stock Exchange (IDX) in 2020–2023.

Keywords: *Firm Age, Firm Size, Firm Value, Green Process, Green Product*