

ABSTRACT

This research was conducted to determine the conditions and effects of Environmental Social Governance (ESG), Corporate Social Responsibility (CSR), Marketing Expenses, on Firm Value as measured by the Price Book Value Ratio in energy sector companies for the 2012-2021 period. The research population consisted of 78 sample selection methods, namely purposive sampling and 16 companies that matched the sample criteria. The analytical approach uses quantitative methods to be analyzed descriptively and verified using panel data regression. The results of hypothesis testing show that there is a significant influence of 64.5% from Environmental Social Governance (ESG), Corporate Social Responsibility (CSR), Marketing Expenses, to Firm Value simultaneously. Partially, Environmental Social Governance (ESG) has a significant positive effect on Firm Value of 49.26%, Corporate Social Responsibility (CSR) has a significant positive effect on Firm Value of 23.75%, and Marketing Expenses has a significant negative effect on Firm Value of -8.57%.

Keywords: *Environmental Social Governance (ESG), Corporate Social Responsibility (CSR), Marketing Expenses, Firm Value*