

## ***ABSTRACT***

*This study aims to determine the effect of financial performance on stock prices with green innovation as a moderating variable in banking companies listed on the Indonesia Stock Exchange. The research period used in this study was five years, from 2020 to 2024.*

*The population in this study was obtained using a purposive sampling method from banking companies listed on the Indonesia Stock Exchange (IDX) for the 2020-2024 period. Based on predetermined criteria, a sample of 36 companies was obtained. The data collection techniques used were descriptive statistics, panel data regression analysis, model selection methods (Chow test, Hausman test, Lagrange Multiplier test), classical assumption test, robustness test, F-test (model feasibility), coefficient of determination test, and hypothesis testing.*

*Data analysis in this study used Microsoft Excel 2019 and Eviews 12 software. The results of the study, based on the Fixed Effect Model (FEM) with GLS, indicate: (1) There is a relationship between NPL and stock prices. (2) Green innovation can moderate and weaken the effect of NPL. (3) Green Innovation is not able to moderate the influence of GCG, ROA, CAR on Stock Prices. (4) The addition of the Green Innovation variable in the research model is able to increase the model's ability to explain variations in Stock Prices, as indicated by the increase in the Adjusted R-Squared value after moderation.*

***Keyword: Financial Performance, Risk Profile (NPL), Good Corporate Governance (Self-Assessment), Earnings (ROA), Capital (CAR), Stock Price, Green Innovation***