

## ABSTRAK

Penelitian ini bertujuan untuk memberikan gambaran tentang *Green Banking* dan *Good Corporate Governance* (GCG) terhadap Nilai Perusahaan pada perusahaan sektor perbankan yang terdaftar di Bursa Efek Indonesia periode 2020–2024, serta mengetahui pengaruh *Green Banking* dan *Good Corporate Governance* terhadap Nilai Perusahaan. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Populasi dari penelitian ini yaitu 45 perusahaan sektor perbankan yang terdaftar di Bursa Efek Indonesia periode 2020–2024. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling* yang menghasilkan 40 perusahaan yang memenuhi kriteria dengan total pengamatan sebanyak 200 data observasi. Metode analisis data dalam penelitian ini menggunakan analisis regresi data panel, uji asumsi klasik, uji hipotesis secara parsial (uji *t*), dan uji koefisien determinasi dengan menggunakan software EViews 13.

Hasil penelitian menunjukkan bahwa implementasi *Green Banking* berpengaruh terhadap Nilai Perusahaan, dan *Good Corporate Governance* (GCG) berpengaruh terhadap Nilai Perusahaan pada sektor perbankan yang terdaftar di Bursa Efek Indonesia periode 2020–2024.

**Kata Kunci:** *Green Banking*, *Good Corporate Governance*, Nilai Perusahaan

## **ABSTRACT**

*This study aims to describe Green Banking and Good Corporate Governance (GCG) and their relationship with Firm Value in banking sector companies listed on the Indonesia Stock Exchange during the 2020–2024 period, as well as to examine the effect of Green Banking and Good Corporate Governance on Firm Value. The research employed descriptive and verificative methods. The population consisted of 45 banking sector companies listed on the Indonesia Stock Exchange from 2020 to 2024. The sampling technique used was purposive sampling, resulting in 40 companies that met the predetermined criteria, with a total of 200 observation data. Data were analyzed using panel data regression analysis, classical assumption tests, partial hypothesis testing (t-test), and coefficient of determination analysis using EViews 13 software.*

*The results indicate that Green Banking affects Firm Value, and Good Corporate Governance affects Firm Value in banking sector companies listed on the Indonesia Stock Exchange for the 2020–2024 period.*

**Keywords:** *Green Banking, Good Corporate Governance, Firm Value*