

ABSTRACT

The background of this research is driven by the increasing demand for environmentally and socially responsible business practices. However, the inconsistency of previous research findings creates a gap to further explore the relationship between Green Accounting, CSR, and financial performance.

This study aims to examine the effect of Green Accounting and Corporate Social Responsibility (CSR) disclosure on the financial performance of manufacturing companies listed on the Indonesia Stock Exchange (IDX) during the 2021–2023 period. Financial performance is measured using Return on Assets (ROA), with Green Accounting represented by the PROPER rating and CSR disclosure measured using an index based on GRI guidelines.

This study uses a quantitative approach with panel data regression analysis. The sample includes manufacturing companies consistently participating in the PROPER program for three consecutive years. Data was collected from annual reports and sustainability reports of the respective companies.

The results show that Green Accounting and CSR simultaneously have a significant effect on ROA. However, partially, only CSR has a positive and significant effect, while Green Accounting does not significantly influence financial performance.

This study implies that strategic CSR disclosure can enhance financial performance, while the implementation of Green Accounting needs to be strengthened to provide more tangible financial benefits. These findings are expected to serve as a reference for company management and investors in decision-making.

Keywords: *Green Accounting, Corporate Social Responsibility, Financial Performance, ROA, PROPER.*