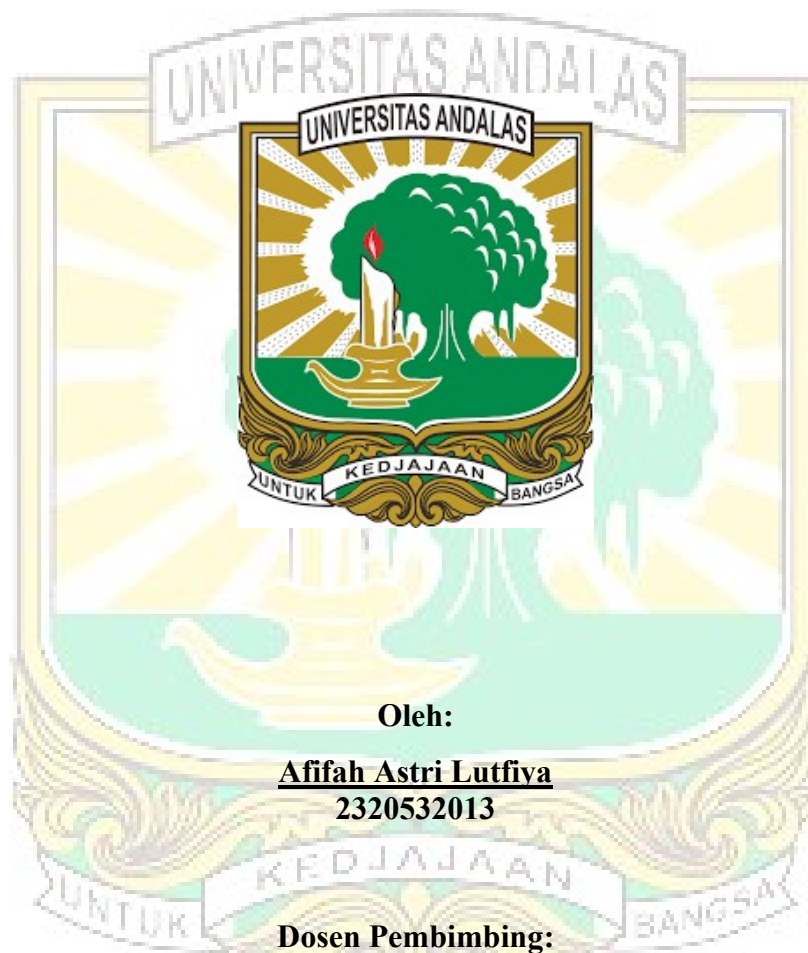


**PENGARUH *GREEN SUPPLY CHAIN MANAGEMENT* TERHADAP
NILAI PERUSAHAAN DENGAN *GREEN INNOVATION* SEBAGAI
VARIABEL MEDIASI**

TESIS



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ABSTRAK

Pemanasan global dan pencemaran lingkungan merupakan permasalahan lingkungan yang timbul akibat aktivitas industri. Permasalahan lingkungan tersebut menimbulkan berbagai dampak buruk terhadap ekosistem. Oleh karena itu, diperlukannya praktik bisnis yang berkelanjutan. Penelitian ini dilakukan untuk memberikan bukti empiris bahwa *green innovation* memediasi hubungan antara *green supply chain management* dan nilai perusahaan. Objek penelitian yaitu perusahaan yang memperoleh peringkat PROPER yang tercatat di Bursa Efek Indonesia periode 2019-2024. Metode penyampelan yang digunakan adalah *purposive sampling* dan diperoleh 124 perusahaan sebagai sampel. Sumber data meliputi laporan tahunan, laporan keberlanjutan dan *datastream*. Variabel dependen yaitu nilai perusahaan yang diproksikan dengan Tobin's Q. Sementara, variabel independen adalah *green supply chain management* diukur menggunakan *checklist*. Variabel mediasi adalah *green innovation* diukur menggunakan *checklist*. Pengujian hipotesis menggunakan software Rstudio. Bukti empiris menunjukkan bahwa hubungan antara *green supply chain management* dan nilai perusahaan dimediasi oleh *green innovation*. Temuan ini mengungkapkan bahwa GSCM dan GI bukan hanya sekedar mekanisme kepatuhan terhadap regulasi, tetapi menjadi pendekatan strategi untuk mendorong nilai perusahaan.

Kata kunci: *Green Supply Chain Management (GSCM)*, *Green Innovation (GI)*, Nilai Perusahaan.



ABSTRACT

Global warming and environmental pollution are environmental problems caused by industrial activities. These environmental problems have various adverse effects on ecosystems. Therefore, sustainable business practices are needed. This study was conducted to provide empirical evidence that green innovation mediates the relationship between green supply chain management and company value. The research subjects were companies that obtained PROPER ratings listed on the Indonesia Stock Exchange for the 2019-2024 period. The sampling method used was purposive sampling, and 124 companies were obtained as samples. The data sources included annual reports, sustainability reports, and datastreams. The dependent variable was company value, proxied by Tobin's Q. Meanwhile, the independent variable was green supply chain management, measured using a checklist. The mediating variable was green innovation, measured using a checklist. Hypothesis testing was conducted using Rstudio software. Empirical evidence shows that the relationship between green supply chain management and company value is mediated by green innovation. These findings reveal that GSCM and GI are not merely mechanisms for regulatory compliance, but strategic approaches to drive company value.

Keywords: *Green Supply Chain Management (GSCM), Green Innovation (GI), Company Value.*

