

ABSTRAK

Nama : Tasya Handayani
Program Studi : Manajemen
Judul : Pengaruh *Green accounting*, *Corporate social responsibility*, keputusan investasi, profitabilitas, dan suku bunga terhadap harga saham pada perusahaan manufaktur yang terdaftar di bursa efek Indonesia.

Penelitian ini bertujuan untuk mengkaji Pengaruh *Green Accounting* (GA), *Corporate Social Responsibility* (CSR), Keputusan Investasi (PER), Profitabilitas (ROE), dan Suku Bunga (SBI) terhadap harga saham pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia (BEI). Data penelitian dapat diakses di website resmi www.idx.co.id. Metode pengambilan sampel menggunakan purposive sampling dan diperoleh sampel sebanyak 17 perusahaan periode 2019-2023. Data dianalisis menggunakan Regresi Data Panel dengan alat bantu aplikasi *Eviews 12*. Hasil penelitian yang ditemukan bahwa GA, CSR, PER dan SBI tidak berpengaruh signifikan. Sementara ROE berpengaruh positif dan signifikan, terhadap harga saham.

Kata Kunci : Harga saham, *Green Accounting* (GA), *Corporate Social Responsibility* (CSR), Keputusan Investasi (PER), Profitabilitas (ROE) dan Suku Bunga (SBI)

ABSTRACT

Name : Tasya Handayani
Study Program : Management
Title : The Influence of Green Accounting, Corporate Social Responsibility, Investment Decisions, Profitability, and Interest Rates on Stock Prices in Manufacturing Companies Listed on the Indonesia Stock Exchange.

This study aims to examine the Influence of Green Accounting (GA), Corporate Social Responsibility (CSR), Investment Decisions (PER), Profitability (ROE), and Interest Rates (SBI) on Stock Prices in Manufacturing Companies Listed on the Indonesia Stock Exchange (IDX). Research data can be accessed on the official website www.idx.co.id. The sampling method used purposive sampling and obtained a sample of 17 companies for the 2019-2023 period. The data were analyzed using Panel Data Regression with the Eviews 12 application tool. The results of the study found that GA, CSR, PER and SBI did not have a significant effect. While ROE has a positive and significant effect on stock prices.

Keywords: *Stock price, Green Accounting (GA), Corporate Social Responsibility (CSR), Investment Decision (PER), Profitability (ROE) and Interest Rate (SBI)*