

THE INFLUENCE OF GREEN ACCOUNTING AND GREEN STRATEGY ON FINANCIAL PERFORMANCE WITH SUSTAINABILITY PERFORMANCE AS A MODERATING VARIABLE

Hesti Aprilia¹⁾, Anggita Langgeng Wijaya²⁾, Moh. Ubaidillah³⁾.

¹ Faculty of Economics and Business, Universitas PGRI Madiun
email: hesti_2203101003@mhs.unipma.ac.ad

² Faculty of Economics and Business, Universitas PGRI Madiun
email: gonggeng14@gmail.com

³ Faculty of Economics and Business, Universitas PGRI Madiun
email: Mohubaidillah@unipma.ac.id

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh green accounting dan green strategy terhadap financial performance dengan sustainability report sebagai variabel moderasi. Penelitian ini dilakukan pada perusahaan sektor energi yang terdaftar di Bursa Efek Indonesia selama periode 2020–2024. Penelitian menggunakan pendekatan kuantitatif dengan data sekunder yang diperoleh dari laporan tahunan, laporan keuangan, dan laporan keberlanjutan. Teknik pengambilan sampel menggunakan *purposive sampling* dan diperoleh 62 perusahaan dengan total 310 data observasi. Analisis data dilakukan menggunakan Moderated Regression Analysis (MRA) dan IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa green accounting berpengaruh positif terhadap kinerja keuangan. Green strategy juga berpengaruh positif terhadap kinerja keuangan. Sementara itu, sustainability report tidak terbukti mampu memoderasi pengaruh green accounting terhadap kinerja keuangan. Sustainability report juga tidak terbukti mampu memoderasi pengaruh green strategy terhadap kinerja keuangan.

Kata kunci: Green Accounting, Green Strategy, Financial Performance, Sustainability Report.

Abstract

This study aims to analyze the influence of green accounting and green strategy on financial performance, using sustainability reports as a moderating variable. The research was conducted on energy sector companies listed on the Indonesia Stock Exchange during the 2020–2024 period. A quantitative approach was employed, utilizing secondary data obtained from annual reports, financial statements, and sustainability reports. Purposive sampling was used, resulting in a sample of 62 companies and a total of 310 observations. Data analysis was performed using Moderated Regression Analysis (MRA) and IBM SPSS Statistics 26. The results indicate that green accounting has a positive effect on financial performance. Green strategy also has a positive effect on financial performance. However, sustainability reports were not found to moderate the influence of green accounting on financial performance, nor were they found to moderate the influence of green strategy on financial performance.

Keywords: Green Accounting, Green Strategy, Financial Performance, Sustainability Report.

A. INTRODUCTION

Financial performance serves as an indicator of a company's overall condition and the extent to which it succeeds in reaching both its financial and operational targets (Refalina et al., 2024). Beyond that, it also reflects how effectively a company utilizes its resources and satisfies the expectations of its stakeholders, making it a key benchmark for assessing organizational stability and future growth potential (Oktavianus et al., 2022). This matter carries particular weight within the energy industry, given the sector's exposure to volatile commodity prices, shifting global economic dynamics, evolving regulations, and mounting pressure to adopt sustainable business practices (Linda & Sisdianto, 2024). One example of deteriorating financial performance can be seen in PT Delta Dunia Makmur Tbk during the first semester of 2024, where gross profit fell by 23.5% and the company recorded a net loss of US\$26.5 million a stark contrast to the US\$4.9 million net profit posted in the corresponding period the year before. This downturn was attributed to currency exchange volatility along with extreme weather disruptions affecting the firm's mining activities (Energy World, 2024). Cases like this illustrate the difficulties faced by energy companies in sustaining solid financial performance amid ongoing economic and environmental turbulence. Against this backdrop, embracing sustainability-oriented practices becomes an important consideration for companies to navigate such challenges. Green accounting refers to a method that embeds environmental factors into a company's processes of measurement, reporting, and decision-making (Wahyuddin Abdullah, 2020). Green strategy, on the other hand, involves weaving environmental concerns into business operations with the goal of improving efficiency and building a lasting competitive edge. While both approaches carry the potential to strengthen company performance, they typically demand considerable capital investment, which means their effects on financial outcomes may not surface immediately in the short run (Rachmawati, 2021). In addition, sustainability reports function as a channel through which companies convey their economic, social, and environmental performance to

stakeholders. When the quality of such reporting improves, it tends to enhance transparency, strengthen investor trust, and reinforce a company's legitimacy among its stakeholders (Wardaningtyas & Poerwati, 2024). Building on this idea, the present study treats sustainability reporting as a moderating variable, given its potential to influence how strongly green accounting and green strategy relate to financial performance. Prior research exploring the link between green accounting and financial performance has produced mixed results. While Dewi & Narayana (2020) and Ramadhani et al. (2022) reported a positive effect of green accounting implementation on financial performance, Husna et al. (2025) found no such significant relationship. A similar pattern of inconsistency appears in studies on green strategy, where its successful implementation hinges on adequate investment and the company's capacity to embed green principles into its operational and strategic framework (Rachmawati, 2021; Rizqillah et al., 2024). Meanwhile, studies that place sustainability reporting in a moderating role remain relatively scarce. Permanen et al. (2025) and Rosilawati & Nawirah (2024) demonstrated that sustainability reports could shape the strength of the relationship between green practices and corporate performance, yet their analyses were confined to the manufacturing and plantation industries. This leaves a gap in the literature concerning the energy sector, which differs considerably in its business nature and the degree of environmental scrutiny it faces. In light of these phenomena and the identified research gap, this study seeks to investigate the influence of green accounting and green strategy on financial performance, with sustainability reporting positioned as a moderating variable, focusing on energy sector companies listed on the Indonesia Stock Exchange throughout the 2020–2024 period.

1. Theoretical review

a. Legitimacy Theory

Legitimacy theory posits that a business entity constantly strives to build and maintain public trust and acceptance by aligning its business activities with the social norms, values,

and expectations prevailing in its operating environment (Fatihah & Widiatmoko, 2022). This theory is used in the study as a framework to explain that green accounting practices, green strategies, and sustainability report disclosures reflect a company's tangible commitment to environmental preservation and the fulfillment of its social responsibilities. By adopting these practices, companies have the opportunity to strengthen their image and legitimacy among stakeholders, which, in turn, contributes to improved financial performance (Yanti et al., 2024).

b. Theory Stakeholder

Stakeholder theory explain that company No only responsible answer to holder shares, but also to parties interested and affected by activities companies, such as investors, creditors, government, employees, consumers, and society (Ghozali & Chariri, 2007). In study this, theory stakeholders used For explain that implementation green accounting, green strategy, and disclosure sustainability report is effort company in fulfil interests and needs information stakeholders, so that can increase trust and support to company (Putri & Surifah, 2022).

c. Green Accounting

Green Accounting is draft integrated accounting aspect environment to in activity companies, especially through recording, recording, measurement, and distribution cost environment. Its application aim help company manage impact environment, improve efficiency use source power, as well as support taking sustainable decisions. In addition, accounting green functioning as tool for management in control cost environment and as means communication to stakeholders interest about not quite enough answer environment company. With Thus, the implementation accountancy green can increase transparency, efficiency, image company, as well as support welfare.

d. Green Strategy

Green strategy is a business strategy that integrates aspect environment to in the planning process, decision making decisions and operations company For reduce impact negative to environment at a time support sustainability and improving Power competition company in term long (Danil & Sisdianto, 2024).

e. Financial Performance

Financial performance can be understood as an indicator reflecting a company's overall condition, particularly its capacity to manage resources efficiently and carry out operational activities aimed at generating profit (Fitriyanti, 2024). Various financial ratios can be employed to assess this performance, including those related to profitability, liquidity, solvency, and activity. In this study, financial performance is measured using Return on Assets (ROA), an indicator that reflects a company's efficiency in converting its total assets into profit. A higher ROA reflects a greater capability of the company to optimize its assets in generating earnings (Hermawan & Toni, 2021).

f. Sustainability Report

A sustainability report can be defined as a document disclosing how a company carries out its business practices in relation to economic, environmental, and social dimensions, functioning as a tool to convey transparency and accountability to relevant parties (Aziziah et al., 2023). Through this disclosure, sustainability reports contribute to strengthening stakeholder confidence, elevating the company's reputation, and supporting more informed investment decisions.

2. Hypothesis Study

Drawing on the theoretical framework applied in this study, the following hypotheses are formulated:

H1: Green accounting has a positive influence on corporate financial performance.

H2: Green strategy has a positive influence on corporate financial performance.

H3: Sustainability reporting is able to moderate the influence of green accounting on corporate financial performance.

H4: Sustainability reporting is able to moderate the influence of green strategy on corporate financial performance.

B. METHOD

This study use methodology quantitative. The data used is report data finance and reports annual. Data obtained from the Indonesia Stock Exchange (IDX) and the official website from companies in the sector energy For period 2020-2024 as secondary data. Data retrieval sample done use method taking sample aims. Data analysis using a number of method. Analysis linear regression and regression moderated, using SPSS version 26.

C. RESULTS AND DISCUSSIONS

1. Research Data Description

This study utilizes data from the annual reports and financial statements of energy sector companies listed on the Indonesia Stock Exchange for the 2020–2024 period. Sampling was conducted to select companies that met the established criteria. These standard criteria include:

No	Criteria Sample Selection	Amount
1	Sector companies energy listed on the Indonesia Stock Exchange.	73
2	Sector companies energy that is not give report annual <i>report</i> and reports Financial Statements consecutively in 2020-2024.	11
3	Period Study	5 years
Number of Samples		62
Number of observation data for 5 years		310

Based on results taking sample aim, 62 companies selected who meet the requirements criteria certain criteria and have data available For study This is. Observational data that includes five-year period Framework time used obtained from 310 observations research, as shown in Table 1.

2. Test Statistics Descriptive

Table 2. Statistical Test Results Descriptive					
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
GREEN ACCOUNTING	268	0.00	5.00	1.0709	1.82128
GREEN STRATEGY	268	0.00	1.00	0.5993	0.29480
FINANCIAL PERFORMANCE	268	-0.14	0.28	0.0489	0.07669
SUSTAINABILITY REPORT	268	0.13	0.97	0.6172	0.20254
Valid N (listwise)	268				

The results of the descriptive statistical analysis indicate that the number of data points (N) used for each variable in this study is 268.

3. Normality Test

Table 3. Normality Test		
One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual
		268
Normal Parameters ^{a,b}	Mean	-0.0041923
	Std. Deviation	0.06989363
Most Extreme Differences	Absolute	0.034
	Positive	0.034
	Negative	-0.024
Test Statistic		0.034
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

It is observed that the Asymp. Sig. (2-tailed) value of 0.200 exceeds 0.05; therefore, it can be concluded that the data or the residual values of this study are normally distributed.

4. Multicollinearity Test

Table 4. Multicollinearity Test Results			
Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Green Accounting	0.980	1,021
	Green Strategy	0.578	1,730
	Sustainability Report	0.572	1,748

a. Dependent Variable: Financial Performance

Source : Data processing, 2026

All over variables own mark tolerance > 0.10 and VIF < 10, so that can concluded that the regression model No experience symptom multicollinearity.

5. Heteroskedasticity Test

Table 5. Heteroscedasticity Test Results			
Coefficients ^a			
Model		t	Sig.
1	(Constant)	9,854	0.000
	Green Accounting	-0.513	0.609
	Green Strategy	-0.481	0.631
	Sustainability Report	0.312	0.755

a. Dependent Variable: ABS_RES

Source : Data processing, 2026

Based on heteroscedasticity test results, all variables own mark significance > 0.05 . With thus can concluded that the regression model No experience symptom heteroscedasticity.

6. Autocorrelation Test

Table 6. Autocorrelation Test					
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	0.337 ^a	0.114	0.103	0.06407	1,871

Autocorrelation No found in the regression model study.

7. Multiple Linear Regression Analysis

Tabel 7. Multiple Linear Regression Test Results				
Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	0.005	0.007	
	Green Accounting	0.014	0.003	0.277
	Green Strategy	0.044	0.013	0.191

Source : Data processing 2026

8. F TEST

Table 8. F Test Results					
ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	0.137	2	0.068	16,669
	Residual	1,081	264	0.004	
	Total	1,218	266		

a. Dependent Variable: Financial Performance

b. Predictors: (Constant), Green Strategy, Green Accounting

In conclusion, all variables have a simultaneous influence.

9. Partial Test (t)

Table 9. Results of Multiple Linear Regression t-Test			
Coefficients ^a			
Model		t	Sig.
1	(Constant)	0.778	0.437
	Green Accounting	4,782	0.000
	Green Strategy	3,288	0.001

Source : Data processing, 2026

As shown by the partial test results (T), clearly that green accounting has mark significance < 0.000 and green strategy has mark significance < 0.001 . With Thus, (H1) and (H2) are accepted.

10. Moderated Regression Analysis (MRA)

Table 10. MRA t-Test Results (Model III)			
Coefficients ^a			
Model		t	Sig.
1	Green Accounting* Sustainability Report	1,301	0.194
	Green Strategy*Sustainability Report	-1.147	0.252
a. Dependent Variable: Financial Performance			
Source : Data processing 2026			

Hasil pengujian menunjukkan bahwa interaksi antara Green Accounting dan Sustainability Report memperoleh nilai t sebesar 1,301 dengan tingkat signifikansi 0,194. Karena nilai signifikansi tersebut lebih besar dari 0,05, Sustainability Report tidak terbukti mampu memoderasi pengaruh Green Accounting terhadap Kinerja Keuangan. Dengan demikian, hipotesis ketiga (H3) ditolak. Selanjutnya, interaksi antara Green Strategy dan Sustainability Report menghasilkan nilai t sebesar -1,147 dengan tingkat signifikansi 0,252. Nilai signifikansi yang lebih besar dari 0,05 menunjukkan bahwa Sustainability Report tidak mampu memoderasi pengaruh Green Strategy terhadap Kinerja Keuangan. Oleh karena itu, hipotesis keempat (H4) ditolak.

D. CONCLUSIONS

The study's findings reveal that Green Accounting has a positive and significant impact on corporate financial performance, whereas Green Strategy was not found to have a significant effect on the same variable. Furthermore, the analysis indicates that Sustainability Reports do not strengthen or weaken the relationship between Green Accounting and financial performance; conversely, they serve as a moderating variable in the relationship between

Green Strategy and financial performance. This suggests that while Green Accounting has been shown to support financial performance outcomes, the economic benefits of implementing a Green Strategy may only be realized over a longer timeframe. Meanwhile, information disclosure through Sustainability Reports appears to contribute to enhancing the effectiveness of Green Strategy in driving financial performance, primarily by bolstering transparency and stakeholder trust.

E. SUGGESTIONS

Based on these results, future research is advised to expand the scope of subjects and extend the observation period, as well as consider including additional variables such as Good Corporate Governance (GCG), Environmental, Social, and Governance (ESG) aspects, firm size, and leverage. Furthermore, utilizing a more diverse range of indicators and broader data sources is recommended to enhance the measurement accuracy of variables related to Green Accounting, Green Strategy, and Sustainability Reporting. Adopting this approach is expected to yield findings that are more comprehensive, clearer, and possess broader applicability.

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