

ABSTRAK

Suyanto, Pengaruh *Blue Accounting* Dan *Environmental Social Governance* (ESG) Terhadap *Financial Performance* (Studi Pada Perusahaan Sektor Maritim Yang Terdaftar Di BEI Tahun 2022 – 2024).

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Di era globalisasi dan meningkatnya kesadaran lingkungan, perusahaan di sektor maritim menghadapi tantangan besar untuk beroperasi secara berkelanjutan, khususnya dalam hal pengelolaan sumber daya alam dan kepatuhan terhadap regulasi lingkungan. Penelitian ini bertujuan untuk mencari bukti analisis pengaruh *blue accounting* dan *environmental social governance* (ESG) terhadap *financial performance*. Dalam pengambilan sampel, penulis menggunakan teknik *purposive sampling* yaitu metode pemilihan sampel yang didasarkan pada kriteria-kriteria tertentu. Data yang digunakan diperoleh dari publikasi Bursa Efek Indonesia dan website resmi tiap-tiap perusahaan. Penelitian ini menggunakan 31 sampel dengan 3 tahun pengamatan sehingga totalnya sebanyak 93 observasi dengan estimasi regresi linear berganda data panel. Hasil penelitian ini menunjukkan bahwa variabel *blue accounting* berpengaruh negatif dan signifikan terhadap *financial performance*, sedangkan *environmental social governance* berpengaruh positif dan signifikan terhadap *financial performance*. Dengan demikian dapat disimpulkan bahwa penerapan biaya *blue accounting*, cenderung membebani arus kas perusahaan dalam jangka pendek, sementara manfaat keberlanjutan yang dihasilkan baru terlihat dalam jangka panjang. Sedangkan penerapan ESG dapat meningkatkan kepercayaan investor dan stakeholder lainnya, serta memperbaiki reputasi perusahaan di pasar.

Kata kunci: *Akuntansi Biru, ESG, Kinerja Keuangan*

ABSTRACT

Suyanto, The Effect of Blue Accounting and Environmental Social Governance (ESG) on Financial Performance (Study of Maritime Sector Companies Listed on the IDX in 2022 - 2024).

Under the guidance of Merie Satya Anggraeni S.E., M.Ak.

In the era of globalization and increasing environmental awareness, companies in the maritime sector face major challenges in operating sustainably, particularly in terms of natural resource management and compliance with environmental regulations. This study aims to investigate the analytical evidence of the influence of blue accounting and environmental social governance (ESG) on financial performance. In sample selection, the author employed purposive sampling, a method based on specific criteria. The data used were obtained from publications of the Indonesia Stock Exchange and the official websites of each company. This study used 31 samples with 3 years of observation, resulting in a total of 93 observations with multiple linear regression panel data estimation. The results of this study indicate that the blue accounting variable has a negative and significant effect on financial performance, while environmental social governance has a positive and significant effect on financial performance. Thus, it can be concluded that the application of blue accounting costs tends to burden the company's cash flow in the short term, while the sustainability benefits generated are only visible in the long term. Meanwhile, the application of ESG can increase investor and stakeholder confidence and improve the company's reputation in the market.

Keywords: *Blue Accounting, ESG, Financial Performance*