

ABSTRACT

This research aims to investigate the relationship between Green Innovation (GI) and Firm Value (FV) with Profitability (P) as mediating role of the model, by using ASEAN listed manufacturing companies during period 2016 – 2019.

The population of this research consist of listed manufacturing companies in ASEAN contries, namely Philipine, Thailand, Indonesia, Malaysia and Singapore. This paper used secondary data and purposive sampling method for determining the sample. The total sample used in this study consist of 120 companies. The technique used in this research are multiple regression.

This study finds that green innovation has a significant positive effect on profitability using ROA as a proxy. ROA has a significant positive effect on firm value with tobins'q proxies. Green innovation has a significant positife effect on firm value. Then green innovation has positif effect on firm value through profitability. In addition, size, asset turn over & leverage provide a good function as a controller of the effect of the independent variable on the dependent variable.

Keywords : Green innovation, firm value, profitability, asset turn over, size, and leverage