

ABSTRACT

This study aims to examine the effect of green banking implementation on firm value with profitability as the intervening variable. Research was conducted on all banks company listed on the Indonesia Stock Exchange in 2019-2021. The data used comes from Bloomberg. The samples were selected using a purposive sampling technique and the samples obtained totaled 48 data from 16 companies. The data analysis technique uses the SEM-PLS method with SmartPLS software. The results show that green banking implementation has a non-significant positive effect on firm value, green banking has a significant positive effect on profitability, profitability has a significant positive effect on firm value. As well as the green banking implementation has a significant positive effect on firm value through profitability as intervening variable.

Keywords: Green Banking, profitability, firm value.