ABSTRACT

This research aims to analyze the influence of green strategy and green investment on the quality of carbon disclosure with carbon performance as a mediating variable in energy and industrial sector companies listed on the Indonesia Stock Exchange (BEI) for the 2021-2023 period. The variables used in this research are the dependent variable, namely the quality of carbon disclosure, the independent variable, namely green strategy and green investment, and the mediating variable, namely carbon performance.

The sample used in this research consisted of 50 energy and industrial sector companies listed on the Indonesia Stock Exchange (BEI) in 2021-2023 which were selected using a purposive sampling method. The analysis method applied to obtain test results is Structural Equation Modeling Partial Least Square (SEM-PLS) and is carried out with the help of SmartPLS 4.0 software. This software does not assume data of a certain scale, can use small samples, and does not have to have a normal distribution.

The research results show a positive and significant direct influence of green strategies on carbon performance and the quality of carbon disclosure. This research also finds a positive and significant influence of green investment on the quality of carbon disclosure. However, in this study it was found that green investment has no influence on carbon performance and carbon performance cannot influence the quality of carbon disclosure. In addition, there are results showing that carbon performance is unable to mediate the influence of green strategy and green investment on the quality of carbon disclosure.

Keywords: green strategy, green investment, carbon performance, carbon disclosure quality