

## **ABSTRACT**

*Along with the increasing awareness of environmental issues, companies are required to not only be profit-oriented, but also pay attention to the impact of their activities on the environment. Green accounting is one of the new approaches used in reporting environmental costs as a form of responsibility for the environment. This study aims to examine empirically the effect of green accounting described by environmental costs and green accounting disclosure proxied by the Global Reporting Initiative (GRI) 300 index on firm value with profitability as a moderating variable.*

*The object of the research used is manufacturing companies listed on the Indonesia Stock Exchange for the period 2021-2023 and already have environmental costs and apply the Global Reporting Initiative (GRI) index. The number of observational data used is 102 consist of 34 companies for 3 years using the purposive sampling method. This study uses Moderated Regression Analysis (MRA) to test the research hypothesis.*

*The test results show that the application of green accounting has a positive effect on firm value, while green accounting disclosure has no effect on firm value. In addition, the results of this study indicate that profitability is able to strengthen the effect of green accounting on firm value but is unable to moderate the relationship between green accounting disclosure and firm value.*

***Keywords: firm value, green accounting, green accounting disclosure, profitability***