

## **ABSTRACT**

*The objective of this study is to analyze the direct impacts of Sustainability Report, Green Banking, profitability, capital structure, and liquidity on firm value, as well as the moderating role of company size in these relationships.*

*This quantitative research methodology employs an explanatory approach, analyzing 41 conventional banks from 2020 to 2023 selected through purposive sampling. Data were processed using descriptive statistics, classical assumption tests, and panel data regression in EViews 13.*

*The findings reveal that Sustainability Report, Green Banking, Profitability, Capital Structure, and Liquidity all have a positive and significant influence on Firm Value. Furthermore, Company Size strengthens the relationships between these variables.*

**Keywords:** *Sustainability Report, Green Banking, Corporate Performance, Firm Value, Company Size*

