ABSTRACT

Greenwashing has become an increasingly important issue as demands for transparency in sustainability reporting continue to grow. However, previous studies have produced inconsistent findings regarding the effect of corporate governance on greenwashing. This study addresses this research gap by examining the moderating role of stakeholder pressure, proxied by environmental activist pressure and government pressure, in the relationship between corporate governance and greenwashing. This study employs a quantitative approach using secondary data from non-financial public companies listed on the Indonesia Stock Exchange during the 2017–2024 period. The results indicate that board gender diversity and board independence have a significant negative effect on greenwashing, whereas board size has no significant effect. Environmental activist pressure does not moderate the relationship between corporate governance and greenwashing. In contrast, government pressure strengthens the negative effects of board gender diversity and board independence on greenwashing. This study concludes that the effectiveness of corporate governance in reducing greenwashing is largely determined by government pressure as an external monitoring mechanism.

Keywords: *greenwashing, corporate governance, stakeholder pressure, government pressure, environmental activist pressure.*