

**THE EFFECT OF GREEN PROCESS INNOVATION AND
GREEN PRODUCT INNOVATION ON THE FINANCIAL
PERFORMANCE OF MANUFACTURING SECTOR
COMPANIES LISTED ON THE INDONESIA STOCK
EXCHANGE IN 2016-2021**

THESIS

**Presented as Partial Fulfilment of the Requirements of the Degree of Sarjana
Akuntansi (S1) in International Undergraduate Program of Business
Accounting Universitas Atma Jaya Yogyakarta**

Written by:



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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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Thesis

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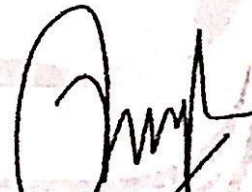
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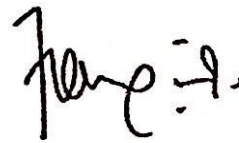
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AUTHENTICITY ACKNOWLEDGEMENT

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Is really, my own thinking and writing. I fully acknowledge that my writings do not contain others or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Francesco Sebayang

A handwritten signature in black ink, appearing to read 'Francesco Sebayang', written over a horizontal line.

Yogyakarta, July 10, 2023

MOTTO

“Breathe in courage, breath out fear.”

*Dedicated to parent,
For their guidance and undying love.*

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The researchers thank God Jesus Christ for His blessing so that the thesis entitled "**The Effect of Green Process Innovation and Green Product Innovation on the Financial Performance of Manufacturing Sector Companies Listed on the Indonesia Stock Exchange in 2016-20121**" can be completed properly and smoothly.

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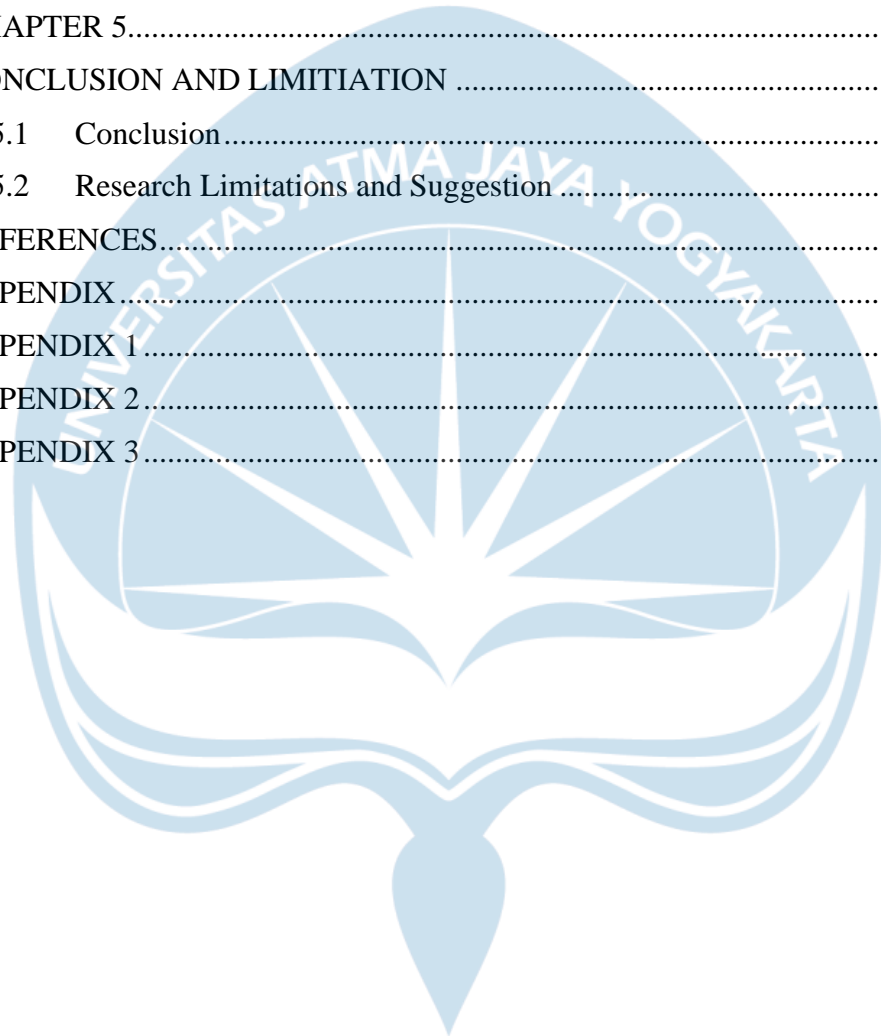
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ABSTRACT

This study aims to empirically prove the effect of green process innovation and green product innovation on company financial performance. Green process innovation and green product innovation are measured using content analysis, while the company's financial performance is measured using a profitability ratio, namely return on assets. This research was conducted at manufacturing sector companies listed on the Indonesia Stock Exchange with the 2016-2021 observation year. Hypothesis testing using multiple linear regression analysis. The results of this study state that green process innovation has a positive effect on the company's financial performance and green product innovation has a negative effect on the company's financial performance.

Keywords: *Green Product Innovation, Green Process Innovation, Financial Performance*