



Green Growth, Green Practice, Green Business Antecedent And Conclusion To Drive Firm Value : A Conceptual Model

Rajayana Ades¹⁾ ; Sukrisno²⁾ ; F. Pambudi Widiatmaka³⁾

¹⁾ Lecturer of Semarang University (USM)

²⁾ Lecturer of Indonesian College of Tourism Economic (STIEPARI)

³⁾ Merchant Marine Polytechnic

Email: ¹⁾ adrajayana@gmail.com , ²⁾ harlinokris@gmail.com , ³⁾ pambudi@pip-semarang.ac

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ABSTRAK

Penelitian ini bertujuan untuk memaksimalkan nilai perusahaan, berbagai anteseden diperlukan untuk penggerakannya, berbagai anteseden yang ditawarkan diharapkan menjadi faktor kunci dalam meningkatkan nilai perusahaan. Penelitian ini berusaha membangun model konseptual untuk meningkatkan nilai perusahaan. kinerja keberlanjutan perusahaan dan Bisnis Hijau. Model yang diujikan pada sebuah perusahaan manufaktur di Jawa Tengah dengan menggunakan desain penelitian kuantitatif explanatory, penelitian ini mencoba menguji hubungan antara hipotesis yang dibangun. Dengan menggunakan alat analisis data Amos 25, 220 sampel telah diuji dan dianalisis menggunakan teknik analisis data regresi sebagai uji statistik. Hasil penelitian ini memberikan indikasi dari perspektif teoritis bahwa hipotesis yang diajukan dalam penelitian ini dapat diterima secara signifikan, hal ini menunjukkan bahwa adanya berbagai anteseden yang digunakan oleh nilai perusahaan yang dijelaskan oleh masing-masing hipotesis mampu menjadi bentuk faktor kunci untuk meningkatkan nilai perusahaan. Penelitian ini memiliki beberapa keterbatasan antara lain berbagai variabel penelitian yang digunakan dalam penelitian ini belum mampu secara spesifik, mungkin dalam bentuk derivasi atau dalam konsep yang lebih abstrak yang lebih kritis untuk meningkatkan dan menghargai perusahaan. Selain itu, sampel yang digunakan dalam penelitian ini masih terlalu sempit karena hanya menggunakan industri manufaktur di provinsi Jawa Tengah sebagai representasi dari populasi perusahaan manufaktur yang digunakan dalam penelitian ini. Secara teoritis dan manajerial penelitian ini telah mampu memberikan bentuk bukti bahwa solusi baru dapat digunakan untuk meningkatkan nilai perusahaan berbasis konsep hijau dan keberlanjutan kinerja perusahaan. dapat memberikan rekomendasi bagi para pelaku bisnis baik di level manajerial maupun pemilik untuk meningkatkan nilai perusahaan berdasarkan model jalur yang diusulkan, yaitu melalui green growth to sustainable corporate performance to firm value, green practice to green business to sustainable corporate performance, green practice to green business untuk nilai perusahaan.

ABSTRACT

This study is aimed To maximize the value of the firm, various antecedents are needed for the driver, the various antecedents offered are expected to be a key factor in increasing the value of the firm. This research seeks to build a conceptual model for increasing the value of the firm. corporate sustainability performance and Green

Business. The model tested in a manufacturing firm in Central Java by using an explanatory quantitative research design, this study attempts to test the relationship between the hypotheses built. By using the Amos 25 data analysis tool, 220 samples have been tested and analyzed using regression data analysis techniques as a statistical test. The results of this study provide an indication from a theoretical perspective that the hypothesis proposed in this study can be accepted significantly, it shows that the existence of various antecedents used by firm value described by each hypothesis is able to become a form of key factor for increasing firm value. This research has several limitations, among others, the various research variables used in this study have not been able to specifically, perhaps in the form of a derivation or in a concept that has more abstraction that is more critical to increase and value the firm. In addition, the sample used in this study is still too narrow because it only uses the manufacturing industry in the province of Central Java as a representation of the population of manufacturing companies used in this study. Theoretically and managerially this research has been able to provide a form of evidence that new solutions can be used to increase the value of green concept-based companies and the sustainability of firm performance. can provide recommendations for business people both at managerial and owner levels to increase firm value based on the proposed path model, namely through green growth to sustainable corporate performance to firm value, green practice to green business to sustainable corporate performance, green practice to green business to firm value.

INTRODUCTION

The topic of relevance between companies and the environment has become a factual topic that is quite important in today's business world, for sustainable products and practices a substantial dedication of organizational resources is required. Many companies rely on strategic partnerships in the marketplace to conceptualize green businesses. Exxon Mobile is involved in environmental orientation partnerships, Wal-Mart has listed 20 Corporate Social Responsibility Reports, Motor Websites have listed nearly 30 initiative ideas for developing sustainable collaboration initiatives with North American and international organizations. However, these projects were not entirely successful but encountered several obstacles and failures (Kale et al., 2009; Wuyts & Geyskens, 2005). The concept of environmental sustainability is currently an orientation between companies because the value of companies that carry out social responsibility to care for the environment is far better than not doing it (Margolis & Spaide, 2009). The firm's influence on the environment is an effort to implement CSR which in the process will bring exclusively positive benefits to the firm (Dixon-Fowler et al., 2013; Jacob et al., 2010) To overcome this a sustainable growth strategy has been developed in an OECD document as a result of an agreement between a meeting of the Council of Ministers in France for the realization of conducive economic development and growth. This is done while ensuring that there are still available resources and environmental services that contribute to the prosperity of the country.

Sustainable growth leads to the adoption of technology and consumption patterns to create economic growth and employment and reduce the impact on the environment (Jennings & Zandbergen, 1995). The institutional theory explains that when environmental sustainable practices are widespread and are considered to be of value to companies, companies will adopt this concept as a way to gain legitimacy. Institutional pressure is an isomorphic mechanism capable of influencing and spreading organizational behaviour, in this case, institutional pressure and environmental sustainability practices have been implemented in the context of companies that are still conventional (DiMaggio & Powell, 1983). Based on the background of the problems above, the concept of green growth and green practices has been able to provide an overview for increasing a country's economic growth and bring benefits to a fairly good financial performance. However, the increase in the value of green business-based companies and the performance of sustainable

companies has not yet been mentioned to increase firm value through green practices and growth, so this still provides room for academic debate to increase the value of companies based on these concepts. the conceptual model for increasing the value of the firm and this study was also conducted to find out what factors have the potential to increase the value of the firm? how to increase firm value optimally? This study was conducted by developing a new empirical research model with sustainable corporate performance and green business as key strategies to increase firm value.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Green Growth (GG), Corporate Sustainable Performance (CSP) dan Firm Value (FV)

Management growth with sustainable economic and manufacturing factors owned will be able to increase the firm's sustainability (Chin et al., 2007). As sustainable development has been able to show the existence of systemic protection and destiny to involve the business model adopted by the firm with the orientation of the firm to achieve competitive advantage (Dixon-Fowler et al., 2013; Jacob et al., 2010). This concept implies that there is specific protection for the environment and future generations to contribute in the long run so as not to sacrifice the welfare of future generations and the surrounding environment. However, there is a contradictory view between sustainable development and green growth. This is because growth is directly able to give a massive contribution effect to sustainable development economic growth which tends to ignore compatibility issues in general, will be able to provoke conceptual imagination from theoretical understanding. science to translate the problems that occur into the scientific concept of green operational management (Hallegatte et al., 2012). The general compatibility that occurs as a resultant between growth and environmental protection and a reassessment of the primary goal of economic development. So that growth does not only emphasize the congruence aspect but also proposes a systematic claim process that environmental protection really must have a contribution to increasing the ratio of economic growth (Zhu & Sarkis, 2006). Various previous studies have given different results to explain the effect of growth on firm performance, manufacturing practices can provide a positive relationship to financial performance, this is done by manufacturing companies in China (Chin et al., 2007). In addition, there is a relationship between emission reduction and financial performance improvement (Hart et al., 1996). An environmentally sustainable firm is a firm designed to minimize the environmental impact of the products produced (Tan, 2002), and the adoption of environmentally sustainable firm processes will reduce emissions (Hui, 2001). The concept of gscm in practice has been able to provide an overview of how companies are environmentally responsible and this has become a strategy for companies to increase profits, reduce environmental impacts, increase market objectives and increase efficiency (Zhu & Sarkis, 2006).

There are several implementations of the green environmental concept, among others, there is a positive and significant relationship between sustainable environmental practices and crop efficiency (Schoenherr & Talluri, 2013), environmental management and sustainable economic environmental operational performance carried out by companies (Lai & Wong, 2012). There is a relationship between the application of this sustainable concept and social growth as well as economic growth and social change in general (Hallegatte et al., 2012). Social improvement and economic improvement run in line with organizational goals to reduce inequality, social improvement can be seen as a source of competitive advantage that companies have. Green growth can improve the firm's sustainability process through the resultant between economic factors and green manufacturing. A locus tempus in China has succeeded in implementing a green management practice concept where the results of research conducted by previous researchers in the country have been able to show that the green manufacturing concept has been able to positively improve financial performance for companies in China. Manufacturing is a new model that is designed in such a way as to minimize the excesses of the industrial activity processes that have occurred so far

by reducing the polluting effects and waste pollution for the environment. In addition, the manufacturing process is also expected to involve the concept of green supply chain management and related principles, of course, both internally and externally as a strategy to increase the firm's legitimacy by the community.

The HR process that has been implemented so far has been able to provide comprehensive evidence in overcoming the impact of reducing environmental pollution and increasing efficiency in terms of economic sustainability. The economy has been able to minimize the negative impact of minimizing the process of using energy and natural resources and providing a safe environment for employees and consumers. Articulatingly this process can be interpreted as a recycling concept, producing renewable energy sources and reducing emissions. However, there is a different perspective from a practical point of view regarding the relevance between the public interest and stakeholders which includes the design and research of employee training and customer awareness to apply the concept of sustainable environmental performance (O'Donovan, 2002). In general, it can be drawn. A form of argumentation as an interpretation between economic and social improvement, from these two things, can form conceptualism that must run convergently to reduce inequality. In general, UM increasing economic performance from the Greenside and social improvement will be able to bring about more efficient production and lower compliance costs as well as being able to create new market opportunities to generate competitive advantage. Increased corporate value is an increase in prosperity for stakeholders to improve the performance of stakeholders. This can be in the form of environmental performance, social performance, financial performance and ensuring the firm remains sustainable in the future. Companies that can survive are companies that can adapt their business processes to the norms prevailing in society (O'Donovan, 2002).

Based on the description above, the following hypothesis can be drawn:

H1: The higher the green growth, the higher the sustainable corporate performance.

H2: The higher the sustainable corporate performance, the higher the firm value

Green Practices (GP), Green Business (GB), Corporate Sustainable Performance (CSP), Firm Value (FV)

Green management practices focus on how a firm can generate cognitive idea-based decisions from its activities to reduce environmental impacts this can improve environmental performance (Hart et al., 1996). Green practice is an action in the form of a process from within the firm, not from regulations produced from outside the firm (Sharma & Henriques, 2005). Green practice is an internal firm effort in planning and developing its business implementation (Shrivastava & Hart, 1995). Green practice is the interest of the firm's policy to pay attention to the impact of its activities on the environment. The business process that must be carried out by the firm, this process aims to determine the environmental objectives of the environmental impact assessment, unite the process of business objectives and unite management to implement their processes. Green practices encourage companies to make environmental innovation strategies that are one step ahead. This concept is built on the principles of environmental protection. (Yalabik & Fairchild, 2011) Adoption of this concept can bring companies to redesign their operations and eliminate processes that are harmful to the environment, this has an impact on protection. life cycle in their environment. the costs adopted in the firm's business processes require costs related to the resources needed at the evaluation stage of the designed objectives designed in the internal evaluation process of developing plans and training employees (Yalabik & Fairchild, 2011). Besides being effective, it can help realize the firm's goals to ensure that management practices that have been carried out are by environmental regulations. Also able to provide a form of internal correction regarding the involvement of environmental employees and the monitoring process that occurs as well as increasing their knowledge of internal operations. This is imitated to ensure efficient creation of internet operations; the activity becomes a description of skills based on knowledge which is expected to become a strategy that will be difficult for the firm's competitors to create a competitive

advantage. The adoption of this green practice will later be able to encourage companies. to use more environmental strategies built on the principle of protecting them (Kim et al., 2012). In addition, Companies can apply analysis and assessment of activities at each stage of the chain in the production priorities of their business models and actions taken to unlock this advanced strategy that will shape the integration of interests of stakeholders in each of their chains to determine priority business processes and actions that can bring about on competitive advantage (Green et al., 2012; Vachon & Klassen, 2006; Winston & Wiley, 2011; Zhu et al., 2008)

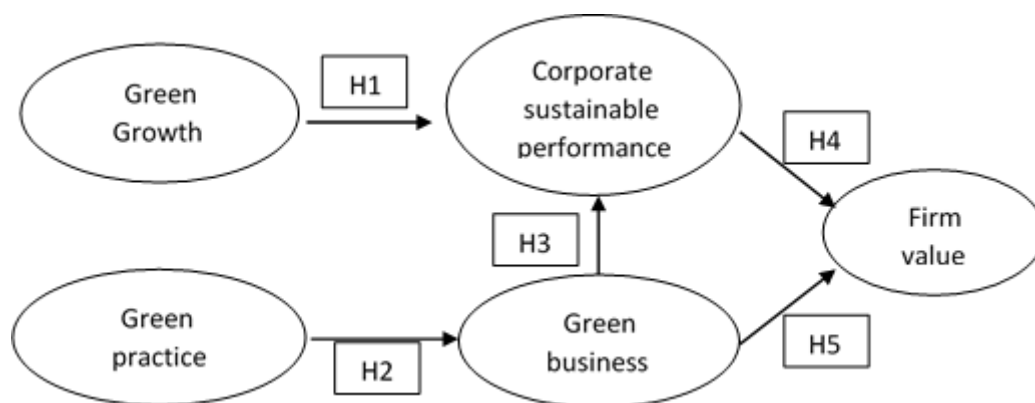
An advanced environmental strategy can bring the firm to interact with the firm's external stakeholders in their business through continuous environmental improvement and sustainable organization, the firm will get a comparative advantage as a result of further opportunities for the firm's profit to pay attention to the surrounding environment. Human rights, society and product responsibility have a significant effect on financial performance. Social performance affects firm performance and firm value (Hillman & Keim, 2001). This means that employees and customers are subjects who can provide a significant influence on firm performance. However, the findings to support this concept mean that the positive associations made by the firm with employees and the firm tend to cause higher costs than benefits (Boyle et al., 1997; Brammer et al., 2006). Various literature studies also assess that the firm from the environmental aspect affects the firm's financial performance (Fujii et al., 2013). Based on the description above, the following hypothesis can be drawn:

H3: The higher the green practice, the higher the green business

H4: The higher the green business, the higher the firm's sustainability performance

H5: The higher the green business, the higher the firm value

Theoretical Thinking Framework Model



RESEARCH METHODOLOGY

Population and sample

The researcher designed a questionnaire with 15 questions. The measurement consists of a multi-item scale adopted from previous studies. Table 1 shows the variables used in our model, as well as the indicators and question items. This research design uses a quantitative approach, with a population of all manufacturing companies in East Java and Central Java. Data was determined by the purposive sampling method. The dependent variable of this study is firm value and two intervening variables, namely the performance of sustainable companies and sustainable business and two independent variables, namely green growth and green practices.

Among the respondents, there were 141 males (64%) and 79 females (36%). Regarding, 4% of the total respondent's age is 20-30 years; 59% are aged 31-40 years, and 37% are over 41 years old.

In terms of education level, 43% of the total respondents have a high school education; 54% have a bachelor's degree, and 3% have a master's degree. According to top management status, 96% of the total respondents are owners and only 4% are managing the business by Managers.

Validity and Reliability Test

Testing research data using Structural Equation Modeling (Semmer et al., 2008) with the AMOS program. This approach is done by testing the parameters resulting from good fit and directly testing the hypothesis about the causality relationship developed in the validity and reliability testing criteria model if the loading factor value > 0.6 then the indicator is said to be invalid and vice versa if the Cronbach alpha value > 0,6 is said to be valid.

Table 1. Research instruments and test results

No	Variable	Cronbach's Alpha	Indicator	Local loading standards
1	GREEN GROWTH (Kasztelan, 2017)	0.812	Reduce pollution	0.765
			Continuous technological innovation	0.882
			Boosting private investors	0.799
			Environmentally sustainable consumer behaviour	0.654
2	Green practices (Vachon & Klassen, 2006)	0.788	Product recycling promotion	0.768
			Waste reduction promotion	0.810
			Promotion of the use of clean energy,	0.806
3	Green business (Jansson et al., 2010)	0.803	Improved efficiency	0.761
			Increased recycling and reuse,	0.733
			Safe application of environmental waste.	0.804
4.	CSP(Andersen & Dejoy, 2011)	0.773	Environmental performance	0.689
			Social performance ,	0.788
			Economic performance	0.740
5.	Firm value (Lee & Roh, 2012)	0.709	Profit growth	0.785
			Asset growth	0.743
			Income growth	0.699

RESULTS AND DISCUSSIONS

Celebration Model Test

Structural equations based on variance (SEM) is a model used by researchers, namely least-squares SEM, to analyze the data in this study the inclusion of formally measured constructs (Korzynski, Kozminski, et al., 2020); (Korzynski, Mazurek, et al., 2020); (Michael Haenlein, 2004); (Leguina, 2015) (Reinartz et al., 2009); (Richter et al., 2016).

With numbers $0.03 < RMSEA < 0.08$, and although the GFI, TLI and CFI figures show numbers less than 0.9, there are no problems with the preparation of the model, as described in the table.

Table 2. Criteria Goodness of Fit Model

Goodness of fit indices	Cut-off value	Cut-off value of the Results
χ^2 (Chi-Square)	Expected small	112.57
Significant Probability	$\geq 0,05$	0.03
CMIN/DF	$\leq 2,00$	92
RMSEA	$\leq 0,08$	0.07
GFI	$\geq 0,90$	0.813
TLI	$\geq 0,95$	0.905
CFI	$\geq 0,95$	0.924

Source: Author's data analysis, 2021

The test results show that the fit criteria have been met as indicated by Chi-Square at 112.57 and a probability value of 0.03. Both assumptions are complete. The TLI score was 0.905, GFI 0.908, CFI 0.813, and RMSEA 0.07 which indicated that the score had met the predetermined requirements. This means that the research model is accepted and meets the predetermined criteria.

Hypothesis Testing

The next step is testing the hypothesis for the clause relationship between variables using the CR-Critical ratio criteria equal to or greater than 2.0 (Arbuckle, 2012.). Then testing the empirical analysis model (output model). The outer model is the model that determines the relationship between the latent construct and its indicators. In other words, the hypothesis defines how each indicator is related to the other latent constructs, as described in the Table.

Table 3. Hypothesis Testing Results

Hypotheses	Estimate	Critical Ratio	SE	P value ($\leq 0,05$)	Results
H1: the higher the green growth, the higher the firm's sustainable performance.	0.811	2.880	0.48	0.00	Supported
H2: the higher the firm's sustainable performance, the higher the value of the firm.	0.766	2.953	0.57	0.00	Supported
H3 : The higher the green practice, the higher the green business	0.723	2.920	0.77	0.00	Supported
H4: the higher the green business, the higher the firm's sustainability performance	0.755	2.867	0.69	0.00	Supported
H5: the higher the green business, the higher the value of the firm.	0.689	.996	0.49	0.00	Supported

H1. GG influencing CSP Explain the model of the relationship between GG and CSP The pathfinding shows that there is a significant relationship between the strategic roles of GG and CSP ($t = 2.880 > 1.96$) with a significance value ($0 < 0.05$). Therefore, Hypothesis 1 is accepted.

H2. GP affects GB (table 4.2.) i.e. the structural relationship model of GP with GB. The findings of the structural path show that there is a significant relationship between the strategic role of GP and GB ($t = 2.953 > 1.96$) with a significance value ($0 < 0.05$). Therefore, Hypothesis 2 is accepted.

- H3. GB affects CSP. (Table 4.2.) Describing the structural relationship model between GB and CSP, the pathfinding shows a significant relationship between the role of GB strategy and CSP ($t = 2,920 > 1.96$) with a significance value ($0 < 0.05$). Therefore, Hypothesis 3 is accepted.
- H4 CSP affects FV. Table 4.2.) the significance of the relationship model between CSP and FV. Pathfinding shows that there is a significant relationship between the role of CSP strategy and FV ($t = 2.867 > 1.96$) with a value of ($0 < 0.05$). Therefore, Hypothesis 4 is accepted.
- H5. GB affects FV. (Table 4.2.) Model of the relationship between GB and FV Pathways findings show that there is a significant relationship between the role of GB strategy and FV ($t = 2.996 > 1.96$) with a significance value ($0 < 0.05$). Therefore, Hypothesis 5 is accepted.

Discussion

Technological progress does not always lead to sustainable growth, this means that although technology is a major sustainable need, technology does not always lead to sustainable growth (Chin et al., 2007). green growth was established as something special from the conventional growth concept from the traditional and environmental side which is only seen from the growth aspect, the need is very large to support dealing with complex situations and tends to be irregular in the public and private sectors to adopt the green growth concept. (Consoli et al., 2016; Taylor et al., 2007). However, in the field, it was found that the father often violated the agreement to pay attention to environmental sustainability which was a deviant act. Growth adoption is expected to be able to overcome further complexity so that the role of micronutrients from this specific aspect is expected to be able to contribute to the necessary technological advances (Coenen et al., 2015). The proposition has previously been put forward that green growth requires the adoption of technology but technological progress is not merely an indicator of the concept of green growth. This means that technological progress that results in a green growth decision must lead to technological progress. The technology highlighted as a need to adopt greener technology to avoid the value of the investment channeled from Brown technology has been able to provide a short-term perspective for the firm. Academic debates have been given regarding the contribution of green growth in terms of determining which is generally used in independent and holistic economic and environmental development (Vazquez-brust et al., 2014). The contribution of green growth can be argued that reconsideration is needed to produce governance that is good enough for this once effective development economy for the Bretton Woods institution. Technological advances are geared towards sustainable growth more than fish growth is going either way. on a short-term orientation only and longer waiting costs a lot when viewed in the long term (Schoenherr & Talluri, 2013). On this basis, it is necessary to ensure that the general management and human resource management functions in the firm must strive to encourage the creation of a green business strategy. Employees and all managers must have enthusiasm for greening all business functions must be carried out consciously to use resources efficiently from the manufacturing side for competitive advantage. This study has provided previous empirical evidence that the application of a business can increase the various variables that exist in a program to contribute to problem-solving in organizations to improve performance and excellence. When firm owners, managers and employees have the same perception in the application of green practices to cultivate their companies, the greening of existing business functions in the firm will be more optimal to be realized. However, the eggs that are owned by employees and managers of different working ages, the perception they produce to have involvement in is also limited, the more employees are involved in the process, the development of attitudes towards it will also be more optimal in the application of this practice concept. integration of interests between employees, managers and firm owners The results of this study explain a form of contribution to the development of theoretical considerations and theories of the value chain or benchmarks. The results of the research are proven to provide practical benefits that have high performance, supported by the applied green concept. Various aspects such as socio-economic conditions that support cultural consequences have shown the essence of why it is necessary to implement green practices. The higher ranges and

solutions have consistency to confirm the behaviours of the triadic theory on which green practice is based in this study also helping to demonstrate that green practice builds a fairly good enterprise-level implementation form and high environmental performance. compared to when the firm does not apply the practical green concept. Companies that pay attention to the use of ecological balance with their business strategy. This will be a benchmark for how they take advantage of their sustainable consumer-based business and ensure the sustainability of their profitability. The wave of people in the world who are looking for green concepts for their homes and workplaces is a great opportunity for entrepreneurs who want to run businesses that are environmentally sustainable and sustainable (Hallegatte et al., 2012). Contribute in terms of sustainable development and the competitive value of a sustainable development firm which is defined as development progress that is expected to be able to meet the needs without endangering the needs of future generations in global environmental conditions. The existence of sustainable development is the main goal of the firm because the environment in which they will and interact holistically is not considered a partial part of business life. Protection of managers and habitat development workers should be included in the firm's contribution to sourcing streams that are not oriented today but focus on assigning resources to the long term. A fairly good relationship with suppliers is also one of the criteria for gaining trust, this will be able to improve the quality of the procurement process for a better supply with better input and will support the concept of sustainable development, therefore an effective role in creating a futuristic condition of the environment. a development will contribute to its existence and development in the long term (Green et al., 2012; Vachon & Klassen, 2006; Winston & Wiley, 2011; Zhu et al., 2008). From the aspect of competitiveness Green must have found the existence of technology to achieve a form of competitive advantage because it can reduce costs during procurement and form long-term relationships from the process. In addition, state regulations also contribute to research that uses raw materials in the private sector and environmental interactions that affect the power that affects several companies in micro-entities in the country's region. The existence at the micro-level with increased competitiveness becomes legitimacy for the improvement of the macro sector of the country because of the aggregation of increasing competitiveness at the micro-level. From the perspective of eco-efficient Green, that pollution is a form of inefficiency where a decrease in productivity occurs because of a form of unfriendliness to the environment and this is the emergence of events at the micro-level by the firm as the culprit. The concept of green logistics management has shown that the consumption of resources and costs will produce a level of efficiency from the value of competitors' strengths. Marketing activities within the firm and corporate image are largely determined by the efficiency in providing a green concept to the environment and because this will have an impact on the benefits from the financial side of the resources supported and the form of monitoring the consumption of resources in their environment. In the marketing aspect, the delivery process is differentiation in creating competitiveness against customers through different strategies to gain a competitive advantage. The technical aspects above can apply the concept of the role of the concept of a value strategy oriented to social capabilities, it can increase the value of the firm's sustainability performance from the firm and is also able to increase the value of the firm so that this will have an impact on the level of prosperity of investors who are shareholders. share. Companies that have good financial performance will spur these companies to improve environmental performance and performance, but various findings when their investment in CSP is sufficient to provide a fairly good level of improvement in some places is discontinued because CSP investments are adjusted to the context of this can be explained if a regions implement a policy of integration between the environment (Lai & Wong, 2012). CSP has been able to show a correspondence with the firm's financial performance, this is the level of investor confidence in this case the owner of capital to the level of trust in the Agent when they adopt the CSP concept. Companies can use this concept to draw legitimacy from the public and investors ethically to invest. This CSP concept cannot be implemented by the traditional financial system which is only oriented towards the fulfilment of profit optimization as a measure. The value of the firm's managers is currently experiencing

obstacles to implementing this CSP concept effectively, learning is expected to be able to show the existence of roles, etc. to produce a competitive advantage from competitive advantages and advantages obtained by using the CS concept will be able to direct a strategy to improve firm performance occur. This study has empirically succeeded in proving that the value of CSP has been able to become a driver for increasing business performance and firm value. Utilization of resources that are quite efficient by agents after successfully improving firm performance to achieve competitive advantage which can indirectly have an impact on increasing firm value. This finding also shows that every firm must be able to meet the needs of the current generation and maintain the sustainability of empirical resources to prove these resources for future generations. The findings in this study will provide managerial recommendations to managers to work efficiently in improving firm performance. In addition, regular CSP reporting will be able to increase the transparency and legitimacy of firm activities in the community so that firm managers need to reorient strategies towards CSP which will help managers as firm managers and to follow the aspirations of the community which can have an impact on improving firm performance. the overall relationship will improve but it will be difficult to advance the stakeholders which must be considered the influence on the financial impact of this CSP must be stopped (Hallegatte et al., 2012). Environmentally sustainable entrepreneurs take advantage of changes in their environment as things that can provide benefits for them. The consensus that must be considered by business people is to pay attention to the environment as a strategic decision to rank short-term benefits that are very possible. This is a journey that companies must go through that improving environmental performance will not reduce costs in the future but also improve the brand image of the product and the firm itself (Boyle et al., 1997; Brammer et al., 2006). Increased collaboration will be very important to maintain relationships between customers and increase sales. A long-term approach will succeed in improving the firm's economic performance in the long term.

CONCLUSION

Conclusion

Environmental performance and firm performance are two things that cannot be separated, this shows the role of the environment which is quite essential for companies to ensure the sustainability of the firm. The research succeeded in showing the role of each research variable in which all logistical relationships between variables were acceptable. This shows in this study that the conceptual model used in this study is quite good used as a variable applied by the firm. Acceptance of all hypotheses in this study implies that the research variables become the main strategic domain for increasing firm value in the long term. The variables of corporate sustainability performance and green business used in this conceptual model can prove the use of other variables to increase the value of the firm to be

Research implications

Theoretically, the research can answer the development of the new model proposed as a novelty in this study, which dominantly seeks to make a basic contribution to the science of financial management related to increasing firm value driven by the concept of green environment and green business. It is expected to be able to provide cognitive thinking results for financial management science because the green environment concept will be able to increase firm value and firm sustainability which leads to competitive advantage. Managerial is expected to provide recommendations for business people to always pay attention to efforts to always provide a comprehensive view for increasing firm value and must review the side of friendly growth, sustainable practices and the most important thing is to realize the sustainability of the firm's performance and environmental performance because this will have an impact on increasing corporate value. This can be done, among others, through increased recycling and reuse, promotion of clean energy use, sustainable technological innovation and social performance.

Limitation And Study Forward

Various limitations and shortcomings that may occur in this study This study has several limitations, the first limitation is that the various research variables used in this study for the firm value driver are still in the scope of the population and the sample used in this study is still too narrow because it only uses manufacturing industries located in East Java and Central Java Provinces. In addition, this research also still has limitations that the variables used in this study which are based on the main theories as major theories to solve these problems still occur in a mini but in this study managed to show a result of the creation of a new model in This research and all the hypotheses proposed have been tested, this shows that the model is able to provide a new novelty for the settlement of payment values based on the green concept. Further research is expected to use a wider scope of research area that may involve go public companies listed on the Indonesia Stock Exchange, besides that this research is expected to be able to expand the study of the theories used, especially in this study, for example stakeholder theory, agency operations management theory, among others, using green investment variables, green supply chain management, institutional pressure and investment decisions on Green Human Resource management. Which can be used to increase the contribution of factors that affect firm value still require replication of a similar model by changing the sample in this study or adding new variables such as institutional pressure, corporate governance, and ownership structure that can increase firm value. or other research variables that are expected to increase the value of the firm in this study. In addition, this research can also be developed for samples to be studied related to increasing firm value so that they are taken comprehensively for several industrial sectors that have implemented environmental management investments.

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