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Green Accounting, CSR Disclosure, and Profitability on Firm Value: The Moderating Effect of Firm Size in Palm Oil Companies

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Abstract

Growing environmental concerns and stakeholder expectations have encouraged companies to integrate sustainability practices into value creation. This study examines the effect of green accounting, Corporate Social Responsibility (CSR), and profitability on firm value, and investigates the moderating role of firm size in palm oil companies listed on the Indonesia Stock Exchange during 2018–2024. Using a quantitative approach, secondary data were collected from annual reports and financial statements of 15 palm oil companies, resulting in 105 panel observations. Panel data regression and Moderated Regression Analysis (MRA) were employed using EViews. The findings show that green accounting has no significant effect on firm value, whereas CSR disclosure and profitability have significant positive effects. Firm size has no direct effect on firm value but negatively moderates the relationship between green accounting and firm value and positively moderates the relationship between CSR disclosure and firm value. However, it does not moderate the relationship between profitability and firm value. The independent variables significantly affect firm value, highlighting the importance of CSR, sustainability transparency, and financial performance in enhancing long-term market value.

Keywords

Corporate Social Responsibility, Firm Size, Firm Value, Green Accounting, Profitability.

1. Introduction

Firm value is a key indicator of a company's performance and future prospects, reflecting investors' confidence in its ability to generate sustainable returns and maximize shareholder wealth. Traditionally, investment decisions relied mainly on financial performance, but growing awareness of environmental and social issues has shifted stakeholder expectations beyond financial outcomes (Alsayegh et al., 2020). Consequently, companies are expected to integrate sustainability into their business strategies and disclose environmental and social performance alongside financial information. Such disclosures enhance transparency and accountability, particularly in environmentally sensitive industries, making sustainability practices an increasingly important determinant of firm value (Buallay, 2022; Chopra et al., 2024).

Indonesia's palm oil industry is one of the country's most strategic economic sectors, contributing substantially to global supply chains, export revenues, and employment as one of the world's largest producers and exporters of palm oil. Despite its economic importance, the industry faces increasing environmental challenges, including deforestation, greenhouse gas emissions, biodiversity loss, and land-use conflicts, which have intensified pressure from governments, investors, and environmental organizations for more sustainable business practices. These challenges not only increase sustainability compliance costs but also affect firms' operational efficiency and profitability, ultimately influencing firm value. As reflected by Tobin's *Q*, firm value is shaped by both external market conditions and internal financial performance, particularly profitability (Jonnius & Marsudi, 2021). In the palm oil industry, declining profitability resulting from volatile commodity prices, operational constraints, and environmental pressures signals weaker asset utilization and future earnings potential. Consequently, lower Return on Assets (ROA) reduces investor confidence, increases perceived operational risk, and contributes to lower market valuation.

Green accounting and Corporate Social Responsibility (CSR) disclosure have become increasingly important mechanisms through which companies demonstrate their commitment to sustainable business practices and enhance corporate transparency. Green accounting integrates environmental costs and performance into corporate accounting systems, enabling firms to incorporate environmental considerations into managerial decision-making while improving transparency through disclosures on environmental expenditures, resource efficiency, waste management, and sustainability initiatives (Lako, 2018; Risal et al., 2020). These disclosures reduce information asymmetry, strengthen stakeholder confidence, and enhance corporate legitimacy (Klettner et al., 2014). Similarly, comprehensive CSR disclosure communicates a firm's social and environmental commitments to stakeholders, improving corporate reputation, increasing investor confidence, and ultimately contributing to higher firm value by providing relevant non-financial information for investment decisions (Fuadah et al., 2022).

In addition to sustainability-related practices, profitability reflects managerial efficiency in utilizing corporate resources to generate earnings and serves as an important signal of future growth and financial performance (Asiri, 2015). From the perspective of Signaling Theory, higher profitability reduces investor uncertainty and strengthens market confidence, thereby increasing firm value (Hapsoro & Falih, 2020; Febriyanti & Hasibuan, 2025). However, the extent to which green accounting, CSR disclosure, and profitability contribute to firm value may vary depending on firm-specific characteristics. Among these, firm size is considered particularly important because larger firms generally possess greater financial resources, economies of scale, stronger market credibility, and broader disclosure capabilities, enabling them to implement sustainability initiatives more effectively and communicate their financial and non-financial performance to stakeholders (Waryati

et al., 2022). As a result, firm size may influence how investors respond to sustainability practices and financial performance, suggesting its potential role in strengthening the relationships between green accounting, CSR disclosure, profitability, and firm value.

The novelty of this study lies in integrating green accounting, CSR disclosure, and profitability into a unified empirical model while examining the moderating role of firm size in the relationship between these variables and firm value within Indonesia's palm oil industry. By incorporating firm size as a moderating variable, this study extends previous research and provides a more comprehensive understanding of how sustainability practices and financial performance jointly influence firm value in one of Indonesia's most environmentally sensitive industries. Based on the identified research gap, this study aims to examine the effects of green accounting, CSR disclosure, and profitability on firm value and to investigate whether firm size moderates these relationships.

2. Literature Review and Hypothesis Development

2.1. Green Accounting, CSR, Profitability, Firm Size, and Firm Value

Green accounting is expected to enhance firm value by improving corporate transparency, environmental accountability, and stakeholder trust through the disclosure of environmental costs and sustainable resource management practices (Supriyanti & Wardhani, 2024; Naka et al., 2025). Such practices strengthen corporate legitimacy, enhance corporate reputation, and increase investor confidence, thereby improving market valuation. Previous studies have also demonstrated that green accounting positively influences firm value by improving corporate performance and creating economic value (Rounaghi, 2019; Al-Dhaimesh, 2020; Dewi & Narayana, 2020). Therefore, greater implementation of green accounting is expected to increase firm value, particularly in environmentally sensitive industries such as the palm oil sector.

Corporate Social Responsibility (CSR) has likewise become an essential corporate strategy for enhancing reputation and stakeholder relationships through social, environmental, and economic initiatives. Based on Signaling Theory, transparent CSR disclosure reduces information asymmetry and strengthens investor confidence, particularly when supported by firm size and profitability (Handayati et al., 2022; Remora & Hasnawati, 2025; Pratiwi et al., 2026). Tsang et al. (2024) reported a positive relationship between CSR disclosure and firm value, suggesting that comprehensive CSR disclosure improves corporate image, strengthens stakeholder confidence, and enhances market valuation.

Profitability, commonly measured by Return on Assets (ROA), reflects managerial efficiency and financial performance and is regarded as an important signal of future growth (Asiri, 2015). From the perspective of Signaling Theory, profitability provides a positive signal regarding a firm's operational efficiency and future earnings potential, thereby reducing investor uncertainty and increasing market valuation. Higher profitability consistently increases investor confidence and firm value (Hapsoro & Falih, 2020; Febriyanti & Hasibuan, 2025). Firm size is also expected to positively influence firm value because larger firms generally possess greater resources, economies of scale, and stronger market credibility (Waryati et al., 2022). Beyond its direct effect, firm size may also influence how sustainability practices and profitability are perceived by investors.

H1: Green accounting has a positive effect on firm value.

H2: CSR disclosure has a positive effect on firm value.

H3: Profitability has a positive effect on firm value.

H4: Firm size has a positive effect on firm value.

2.2. Firm Size as a Moderating Variable

The relationship between green accounting and firm value can be explained through Stakeholder Theory and Legitimacy Theory. Stakeholder Theory argues that companies should consider the interests of various stakeholder groups, including investors, customers, employees, communities, and environmental organizations, rather than focusing solely on shareholders. Meanwhile, Legitimacy Theory emphasizes that organizations seek social acceptance by aligning their operations with prevailing societal norms and expectations. Therefore, green accounting serves as a mechanism to enhance environmental transparency, demonstrate corporate responsibility, and strengthen stakeholder trust. Anggita and Nugroho (2022) suggested that green accounting practices and environmental disclosure contribute to improving corporate legitimacy and providing relevant information for stakeholders, which may influence firm value. Consequently, companies that actively implement green accounting practices are expected to achieve stronger stakeholder support and enhanced corporate reputation, although the extent of its impact may depend on firm characteristics and market perceptions.

Firm size, commonly measured by the natural logarithm of total assets, is frequently examined as a moderating variable because larger firms generally possess greater resources, higher public visibility, and stronger stakeholder scrutiny. Consequently, the market may respond differently to sustainability disclosures and financial performance according to company size. Fabian and Haryati (2026) found that firm size strengthens the positive relationship between green accounting and firm value by enabling firms to implement and communicate environmental initiatives more effectively. Likewise, firm size reinforces the positive effect of CSR disclosure on firm value because larger firms tend to disclose social and environmental information more extensively, thereby enhancing investor confidence and corporate reputation (Handayati et al., 2022; Lina & Ivada, 2025; Azwardi & Haryati, 2025). In addition, firm size is expected to strengthen the relationship between profitability and firm value, as larger firms are better able to transform financial performance into higher market valuation through economies of scale and lower information asymmetry (Cahyanto & Budiman, 2025).

H5: Firm size moderates the relationship between green accounting and firm value.

H6: Firm size moderates the relationship between CSR disclosure and firm value.

H7: Firm size moderates the relationship between profitability and firm value.

2.3. Simultaneous Effect on Firm Value

Beyond their individual effects, green accounting, corporate social responsibility (CSR) disclosure, profitability, and firm size are frequently examined as an integrated model to explain firm value. These variables collectively represent different dimensions of corporate performance, including environmental accountability, social legitimacy, financial capability, and organizational characteristics, which may jointly influence investor perceptions and market valuation. Hapsoro and Falih (2020) emphasized that firm value is shaped by both financial and non-financial factors, where profitability, corporate responsibility practices, and firm characteristics collectively contribute to investors' assessments of company prospects. Therefore, examining these factors simultaneously provides a more comprehensive understanding of the determinants of firm value.

Kusuma and Dosinta (2023) investigated the combined effects of green accounting, CSR, profitability, and firm size on firm value in chemical and basic-industry companies. Their findings demonstrated that these variables jointly explain variations in firm value, although their individual effects differed in significance. Similarly, Dahlia et al. (2024) examined green accounting, CSR, and profitability simultaneously in energy sector companies. They found that the overall model

significantly influenced firm value, with profitability identified as the dominant factor affecting market valuation.

Furthermore, Azzahra (2026) confirmed that green accounting, profitability, and firm size collectively contribute to explaining firm value in energy-sector companies through simultaneous testing using the F-test and coefficient of determination. These findings indicate that firm value is not determined solely by financial performance but also by sustainability practices and firm characteristics that shape stakeholder and investor assessments.

H8: Green accounting, corporate social responsibility disclosure, profitability, and firm size simultaneously have a significant effect on firm value.

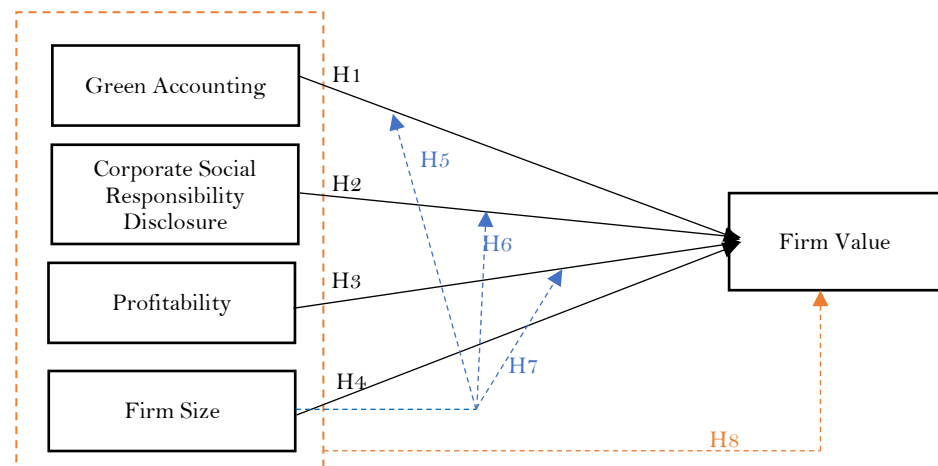


Figure 1. Research Framework

Based on Figure 1, the research framework illustrates the relationships between green accounting, corporate social responsibility disclosure, profitability, and firm value, with firm size positioned as a moderating variable. The model proposes that green accounting, CSR disclosure, and profitability influence firm value, while firm size is expected to strengthen or weaken these relationships. In addition, firm size is examined as a factor that may directly influence firm value. This framework integrates both sustainability-related and financial factors to explain variations in firm value. It highlights the role of firm characteristics in shaping the impact of corporate practices on market valuation.

3. Methods

This study employed a quantitative explanatory research design to examine the effects of Green Accounting (GA), Corporate Social Responsibility (CSR) disclosure, and profitability on firm value, as well as the moderating role of firm size. The research focused on palm oil companies listed on the Indonesia Stock Exchange (IDX) during the 2018–2024 period. A quantitative approach was adopted because it enables objective measurement of relationships among variables and hypothesis testing using panel data regression analysis.

The study relied exclusively on secondary data collected from publicly available corporate documents. Annual reports, sustainability reports, and audited financial statements were obtained from the official IDX website and the official websites of each sampled company. Data collection was conducted by systematically reviewing these reports for each fiscal year from 2018 to 2024 and extracting both financial and sustainability-related information required to measure the research variables. The observation period was selected to capture medium-term developments in

environmental disclosure, corporate sustainability practices, profitability, and firm value within the Indonesian palm oil industry.

The population comprised all palm oil companies listed on the IDX during the study period. Purposive sampling was applied using four criteria: (1) companies continuously listed on the IDX during 2018–2024; (2) companies consistently publishing annual reports and audited financial statements; (3) companies disclosing environmental and CSR-related information; and (4) companies providing complete financial data required for all research variables. Based on these criteria, 15 companies were selected, resulting in 105 firm-year observations.

Firm value was measured using Tobin's Q , green accounting was measured using a dummy variable (1 for companies disclosing environmental accounting information and 0 otherwise), CSR disclosure was measured using the Corporate Social Responsibility Disclosure Index (CSRDI) based on the Global Reporting Initiative (GRI) G4 framework consisting of 91 disclosure items, profitability was proxied by Return on Assets (ROA), and firm size was measured as the natural logarithm of total assets.

Panel data regression analysis was performed using EViews software. The appropriate estimation model was determined through the Chow, Hausman, and Breusch–Pagan Lagrange Multiplier tests to compare the Common Effect, Fixed Effect, and Random Effect models. To examine the moderating role of firm size, Moderated Regression Analysis (MRA) was implemented by incorporating interaction terms between firm size and each independent variable. Accordingly, the regression model estimated firm value as a function of green accounting, CSR disclosure, profitability, firm size, and the interaction terms.

Descriptive statistics were first employed to summarize the characteristics of the data. Classical assumption tests, including normality, multicollinearity, and heteroskedasticity tests, were subsequently conducted to ensure model validity. Finally, hypothesis testing was performed using the t -test to evaluate the individual effects of each predictor, the F -test to assess the overall significance of the model, and the coefficient of determination (R^2) to measure the model's explanatory power. All statistical tests were evaluated at a 5% significance level ($\alpha = 0.05$).

4. Results

Descriptive statistics were employed to summarize the characteristics and distribution of the research variables. The analysis included Green Accounting (GA), Corporate Social Responsibility Disclosure Index (CSRDI), Return on Assets (ROA), Firm Size (SIZE), and Firm Value (Tobin's Q). The descriptive statistics provide information on the minimum, maximum, mean, and standard deviation values of each variable, thereby offering an overview of the data characteristics and supporting the interpretation of subsequent empirical analyses.

Table 1. Descriptive Statistics of Research Variables

Variable	Minimum	Maximum	Mean	Std. Deviation
Green Accounting	0	1	0.4667	0.5013
Corporate Social Responsibility (CSR) Disclosure	0	1	0.6476	0.3449
Profitability	-0.5825	1.352	0.0225	0.1771
Firm Size	26.5817	31.4451	29.5460	1.2955
Firm Value	0.0002	5.0277	0.6841	0.7038

Based on Table 1, green accounting has a mean value of 0.4667, while the CSR disclosure records a mean of 0.6476. Profitability has an average value of 0.0225, whereas firm size has a mean of 29.5460. Meanwhile, firm value shows a mean value

of 0.6841. The descriptive statistics further reveal variations across the observed variables, as indicated by the differences between their minimum and maximum values as well as their respective standard deviations. These findings suggest that the sampled firms exhibit diverse characteristics in terms of environmental accounting practices, CSR disclosure, financial performance, firm size, and market valuation.

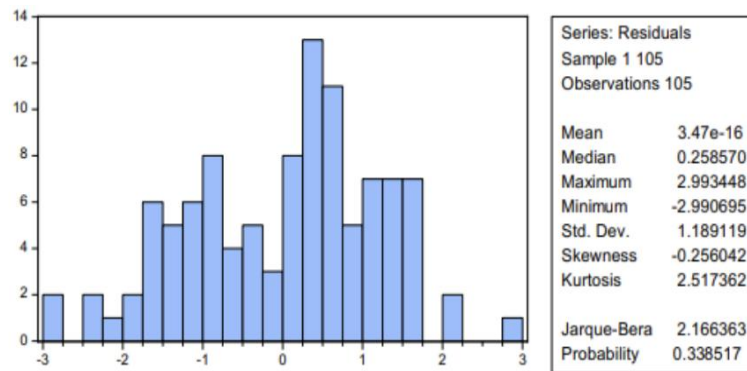


Figure 2. Normality Test Results

Based on Figure 2, the Jarque–Bera statistic is 2.166363, with a probability value of 0.338517, which exceeds the 5% significance level (0.05). This indicates that the residuals are normally distributed, as the null hypothesis of normality cannot be rejected. Consequently, the normality assumption underlying the regression model is satisfied, suggesting that the model is appropriate for further econometric analysis and that the estimated coefficients can be interpreted reliably.

Table 2. Multicollinearity Test Results

Variable	VIF
Green Accounting	2.970448
Corporate Social Responsibility Disclosure	3.036261
Profitability	2.669343
Firm Size	2.260073
Firm Size x Green Accounting	1.937558
Firm Size x Corporate Social Responsibility	3.234463
Firm Size x Profitability	2.876377

Based on Table 2, the Variance Inflation Factor (VIF) results show that all independent variables have VIF values below the threshold of 10, ranging from 1.937558 to 3.234463. These values indicate the absence of serious multicollinearity among the explanatory variables and their interaction terms. Consequently, each variable provides distinct information in explaining the dependent variable without causing instability in the estimated regression coefficients. Therefore, the regression model satisfies the multicollinearity assumption and is considered appropriate for subsequent regression analysis.

Table 3. Autocorrelation Test Results

Statistic	Value	Statistic	Value
Log likelihood	-166.6735	Hannan-Quinn criterion	3.409053
F-statistic	5.261948	Durbin-Watson stat	1.662709

Based on Table 3, the F-statistic value of 5.261948 indicates that the regression model is statistically significant as a whole, implying that the independent variables jointly explain variations in the dependent variable. The Durbin–Watson statistic of

1.662709 is close to the benchmark value of 2, suggesting that the model does not suffer from serious autocorrelation in the residuals. Furthermore, the log likelihood value of -166.6735 and the Hannan–Quinn criterion of 3.409053 serve as indicators of model fit and can be used to compare the relative performance of this regression model with alternative model specifications. These results suggest that the estimated model is statistically adequate and suitable for further hypothesis testing.

Table 4. Heteroscedasticity Test Results

Test	Value
Harvey Heteroskedasticity Test	-
F-statistic	1.422655
Prob. F(7,97)	0.2050
Obs*R-squared	9.776226
Prob. Chi-Square(7)	0.2016
Mean dependent var	-0.154191
S.D. dependent var	1.396761
Akaike info criterion	3.327114
Schwarz criterion	3.529321
Hannan–Quinn criterion	3.409053
Durbin–Watson stat	1.578377

Based on Table 4, the probability values of the F-statistic (0.2050) and Obs*R-squared (0.2016) are both greater than the 5% significance level (0.05). Accordingly, the null hypothesis of homoskedasticity cannot be rejected, indicating that the regression model does not suffer from heteroskedasticity. This finding suggests that the variance of the residuals remains constant across all observations, thereby satisfying the homoskedasticity assumption. Consequently, the estimated regression coefficients can be considered efficient and reliable for subsequent hypothesis testing.

The log likelihood value of -166.6735, together with the Akaike Information Criterion (AIC) of 3.327114, Schwarz Criterion (SC) of 3.529321, and Hannan–Quinn Criterion (HQC) of 3.409053, provides measures of model fit that can be used to compare alternative model specifications. These results indicate that the Common Effect Model is statistically adequate and appropriate for examining the effects of green accounting, corporate social responsibility, profitability, and the moderating role of firm size on firm value.

Table 5. Chow, Hausman and Lagrange Test Results

Test	Effects Test	Statistic	d.f.	Prob.
Chow Test	Period F	1.015605	(6,91)	0.4203
	Period Chi-square	6.805710	6	0.3392
Hausman Test	Cross-section random	6.125091	6	0.4093
Lagrange Tes	Breusch-Pagan Statistic	1.285181	0.094121	1.379302
	Probability	(0.2569)	(0.7590)	(0.2402)

Based on Table 5, the panel data model selection begins with the Chow test, which produces a Period F probability value of 0.4203 and a Period Chi-square probability value of 0.3392. Both values are greater than the 5% significance level (0.05), indicating that the null hypothesis cannot be rejected. This result suggests that the Fixed Effects Model (FEM) does not provide a significantly better fit than the Common Effects Model (CEM). In other words, there is insufficient evidence of significant individual effects across the cross-sectional units, implying that the pooled regression model is adequate for estimating the relationship between the independent and dependent variables.

The model selection process is further confirmed by the Hausman test, which yields a probability value of 0.4093, exceeding the 5% significance level. As the null hypothesis cannot be rejected, the Random Effects Model (REM) is statistically preferred over the FEM. This finding indicates that the individual-specific effects are not systematically correlated with the explanatory variables, making the random effects specification more appropriate than the fixed effects approach. Consequently, the Hausman test reinforces the conclusion that the Fixed Effects Model is not required for the panel regression analysis.

The Breusch–Pagan Lagrange Multiplier (LM) test reports probability values of 0.2569 for the cross-section effect, 0.7590 for the period effect, and 0.2402 for the combined effects, all of which are above the 5% significance level. These results indicate that the null hypothesis cannot be rejected, suggesting the absence of significant random effects in the panel data. Therefore, the Random Effects Model does not offer a significant improvement over the pooled regression model. Taken together, the results of the Chow, Hausman, and LM tests consistently demonstrate that the CEM is the most appropriate estimation technique for this study, as it provides the most efficient and parsimonious model for examining the relationship among the research variables.

Table 6. Regression Model

Variable	Coefficient	Std. Error	t-statistic	Prob.
Green Accounting	0.579596	0.415116	1.396225	0.1658
Corporate Social Responsibility	0.633087	0.213135	2.970354	0.0037
Profitability	2.317091	1.113685	2.080562	0.0401
Firm Size	-0.218036	0.140107	-1.556214	0.1229
Firm Size x Green Accounting	-0.865428	0.348706	-2.481829	0.0148
Firm Size x Corporate Social Responsibility	0.342647	0.128758	2.661163	0.0091
Firm Size x Profitability	0.590053	1.206105	0.489222	0.6258
Constant	6.491872	4.070444	1.594881	0.1140

Based on Table 6, the regression results indicate that green accounting has a positive but insignificant effect on firm value ($\beta = 0.579596$; $p = 0.1658$), indicating that H1 is rejected. In contrast, CSR has a positive and significant effect on firm value ($\beta = 0.633087$; $p = 0.0037$), supporting H2. Likewise, profitability positively and significantly influences firm value ($\beta = 2.317091$; $p = 0.0401$), indicating that H3 is accepted. Firm size has a negative but insignificant effect on firm value ($\beta = -0.218036$; $p = 0.1229$), indicating that H4 is rejected.

Regarding the moderating effects, the interaction between firm size and green accounting is negative and significant ($\beta = -0.865428$; $p = 0.0148$), suggesting that firm size weakens the relationship between green accounting and firm value; therefore, H5 is accepted. Meanwhile, the interaction between firm size and CSR is positive and significant ($\beta = 0.342647$; $p = 0.0091$), indicating that firm size strengthens the positive effect of CSR on firm value, thereby supporting H6. However, the interaction between firm size and profitability is positive but insignificant ($\beta = 0.590053$; $p = 0.6258$), implying that firm size does not moderate the relationship between profitability and firm value. Consequently, H7 is rejected.

Table 7. Common Effect Model Regression Results

Statistic	Value
R-squared	0.275220
Adjusted R-squared	0.222916
S.E. of regression	1.231278
Sum squared resid	147.0565
Log likelihood	-166.6735

Statistic	Value
F-statistic	5.261948
Prob(F-statistic)	0.000041

Based on Table 7, the CEM explains 27.52% of the variation in firm value, as indicated by the R-squared value of 0.275220, while the Adjusted R-squared of 0.222916 indicates that approximately 22.29% of the variation is explained after adjusting for the number of explanatory variables included in the model. The remaining variation is attributable to other factors outside the scope of this study. The model is statistically significant overall, as evidenced by the F-statistic of 5.261948 with a Prob(F-statistic) of 0.000041, which is below the 5% significance level. This finding indicates that the independent variables jointly have a significant effect on firm value, confirming the overall validity of the regression model.

5. Discussion

The findings indicate that green accounting has a positive but insignificant effect on firm value, suggesting that environmental accounting practices in palm oil companies have not yet become a major consideration for investors in market valuation. Although green accounting enables companies to identify, measure, and disclose environmental costs, its value creation depends on effective implementation and the ability to communicate sustainability benefits to stakeholders. Thus, environmental disclosures may still be perceived as compliance activities rather than strategic initiatives. Rounaghi (2019) and Al-Dhaimesh (2020) emphasized that environmental accounting does not automatically generate economic value unless companies can transform sustainability practices into competitive advantages.

In contrast, CSR disclosure has a positive effect on firm value, indicating that stronger social and environmental responsibility practices enhance corporate reputation, legitimacy, and stakeholder trust. This finding supports Stakeholder Theory, which suggests that addressing stakeholder interests contributes to long-term value creation (Freeman, 1984). Kesumastuti and Dewi (2021) and Werastuti et al. (2025) reported that CSR disclosure improves firm value by strengthening corporate image and reducing information asymmetry, particularly in environmentally sensitive industries. Therefore, within the palm oil industry, CSR disclosure serves as an important communication mechanism to demonstrate responsible business practices and improve investor perceptions.

The findings further show that profitability positively influences firm value, confirming that financial performance remains an essential factor in determining market valuation. Profitability reflects managerial effectiveness in utilizing corporate resources, generating earnings, and maintaining sustainable business operations. Companies with stronger profitability are generally perceived as having better growth prospects and lower investment risks, which increases investor confidence. This finding is consistent with Signaling Theory, where financial performance provides positive signals regarding prospects and corporate stability (Spence, 1973). Previous research by Dahlia et al. (2024) and Halimah and Maharani (2024) also highlights that profitability plays a critical role in enhancing firm value, particularly in environmentally sensitive industries where companies must balance sustainability commitments with financial performance.

The findings indicate that firm size has no significant direct effect on firm value, suggesting that investors prioritize operational efficiency and profitability over organizational scale. Consistent with Ramdhonah et al. (2019), firm value is influenced by financial and strategic factors rather than company size alone. Firm size positively moderates the relationship between CSR disclosure and firm value, indicating greater reputational benefits for larger companies. Conversely, it negatively moderates the relationship between green accounting and firm value, suggesting that environmental practices in larger firms are perceived as routine

compliance rather than strategic initiatives. However, firm size does not significantly moderate the relationship between profitability and firm value, indicating that profitability contributes to firm value regardless of company size. These findings are consistent with Hapsoro and Falih (2020) and Handayati et al. (2022), who highlighted the role of company characteristics in shaping stakeholder perceptions of sustainability practices.

The regression model demonstrates that green accounting, CSR disclosure, profitability, and firm size collectively contribute to explaining variations in firm value. The coefficient of determination indicates that the selected variables explain a meaningful proportion of firm value changes, while other factors outside the model may also influence market valuation. The significant F-statistic confirms that sustainability-related factors and financial characteristics jointly affect firm value. These findings are supported by Fuadah et al. (2022) and Tsang et al. (2024), who argued that firm value is influenced not only by financial performance but also by corporate responsibility, sustainability practices, and governance mechanisms. Therefore, improving sustainability disclosure and maintaining strong financial performance are important strategies for palm oil companies seeking to enhance long-term market value.

6. Conclusion

This study examined the effects of green accounting, CSR, and profitability on firm value, with firm size acting as a moderating variable, among palm oil plantation companies listed on the Indonesia Stock Exchange during 2018–2024. The findings indicate that green accounting has a positive but insignificant effect on firm value, while CSR disclosure and profitability have positive and significant effects. Firm size significantly moderates the relationships between green accounting and firm value, as well as between CSR and firm value. Still, it does not moderate the relationship between profitability and firm value. Moreover, all independent variables jointly have a significant effect on firm value, although the model explains only 27.52% of its variation.

These findings imply that managers should prioritize strengthening CSR initiatives and maintaining profitability, as both contribute positively to firm value. Although green accounting does not directly enhance firm value, improving the quality and consistency of environmental accounting disclosures may increase transparency and strengthen stakeholder confidence over the long term. For investors, the results suggest that CSR disclosure and profitability remain important indicators when evaluating firm performance and market value.

This study is limited by its focus on 15 palm oil plantation companies listed on the Indonesia Stock Exchange and a seven-year observation period, which may limit the generalizability of the findings. In addition, the relatively low explanatory power of the model indicates that other factors affecting firm value were not included. Therefore, future research should consider broader industry coverage, longer observation periods, and additional variables, such as corporate governance, ESG performance, environmental performance, leverage, or ownership structure, to provide a more comprehensive understanding of the determinants of firm value.

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