

**STRATEGI *GREEN FINANCE*
DALAM MENINGKATKAN REPUTASI BANK
DI INDONESIA**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Doktor Manajemen pada Program Studi Doktor Manajemen



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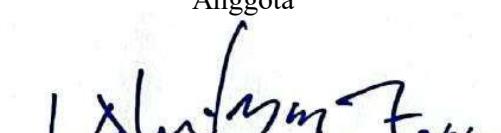
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa disertasi dengan judul “Strategi *Green Finance* Dalam Meningkatkan Reputasi Bank Di Indonesia” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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STRATEGI GREEN FINANCE DALAM MENINGKATKAN REPUTASI BANK DI INDONESIA

Dewi Mayangsari, NIM 1808513; Strategi *Green Finance* Dalam Meningkatkan Reputasi Bank Di Indonesia; Promotor: Prof. Dr. Hj. Ratih Hurriyati, M.P., Ko-Promotor: Prof. Dr. H. Disman, M.S. dan Anggota: Dr. Lili Adi Wibowo S.Sos., S.Pd., M.M.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi *green finance* dalam meningkatkan reputasi bank di Indonesia di tahun 2023. Penelitian ini mempertimbangkan variabel independen yaitu faktor eksternal, faktor internal dan variabel dependen yaitu *corporate social responsibility* (CSR), strategi *green finance*, implementasi strategi *green finance* berkelanjutan, reputasi. Populasi dalam penelitian ini adalah seluruh bank yang ada di Indonesia yaitu sebanyak 130 bank, teknik sampling yang digunakan dalam penelitian ini adalah teknik *purposive sampling*, ukuran sampel yang diambil sebanyak 30 bank dan menggunakan pendekatan *Partial Least Square* (PLS). Hasil penelitian menemukan bahwa tidak terdapat pengaruh yang signifikan dari faktor eksternal terhadap *corporate social responsibility* (CSR), terdapat pengaruh yang signifikan dari faktor internal terhadap *corporate social responsibility* (CSR), terdapat pengaruh yang signifikan dari faktor eksternal dan faktor internal terhadap strategi *green finance*, terdapat pengaruh *corporate social responsibility* (CSR) terhadap strategi *green finance*, strategi *green finance* berpengaruh terhadap implementasi strategi *green finance* berkelanjutan, terdapat pengaruh implementasi strategi *green finance* berkelanjutan terhadap reputasi bank di Indonesia. Perbankan di Indonesia dapat meningkatkan reputasinya dengan cara membuat strategi *green finance* sekaligus mengimplementasikan strategi *green finance* berkelanjutan yang dipengaruhi oleh faktor-faktor internal yaitu *shareholder, leadership, karyawan* dan teknologi yang dimiliki.

Keywords: *Corporate Social Responsibility* (CSR), Strategi *Green Finance*, Reputasi, Bank di Indonesia

GREEN FINANCE STRATEGY IN IMPROVING BANKS' REPUTATION IN INDONESIA

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ABSTRACT

This study aims to determine the green finance strategy in improving the reputation of banks in Indonesia in 2023. This study considers independent variables, which consist of external factors, internal factors and also dependent variables, which consist of corporate social responsibility (CSR), green finance strategy, implementation of sustainable green finance strategy , and reputation. The population in this study are all banks in Indonesia, the total number is 144 banks, the sampling technique used in this study was purposive sampling technique, the sample size was taken as many as 30 banks and using the Partial Least Square (PLS) approach. The results of the study shows that there is no significant influence of external factors on corporate social responsibility (CSR) , there is a significant influence of internal factors on corporate social responsibility (CSR) , there is a significant influence of external factors and internal factors on green finance strategy, there is influence of corporate social responsibility (CSR) to the green finance strategy, the green finance strategy has an effect on the implementation of a sustainable green finance strategy, there is an influence from the implementation of a sustainable green finance strategy towards the reputation of banks in Indonesia. Banking in Indonesia can improve its reputation by creating a green finance strategy and also implementing a sustainable green finance strategy which is influenced by internal factors, namely shareholders, leadership, employees and technology.

Keywords: Corporate Social Responsibility (CSR), Green Finance Strategy, Reputation, Banks in Indonesia

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