

**PENGARUH ADOPSI *ARTIFICIAL INTELLIGENCE* TERHADAP
KINERJA *ENVIRONMENTAL, SOCIAL, AND GOVERNANCE*
SERTA DAMPAKNYA PADA NILAI PERUSAHAAN
DI KAWASAN ASEAN-5 TAHUN 2020-2023**

TESIS

Diajukan untuk Memenuhi Sebagian Syarat dalam Memperoleh Gelar Magister
pada Program Studi Magister Ilmu Akuntansi



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Universitas Pendidikan Indonesia, 2025

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Akuntansi (M.Ak.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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LEMBAR PENGESAHAN

TESIS

**PENGARUH ADOPSI *ARTIFICIAL INTELLIGENCE* TERHADAP
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adalah benar hasil karya saya sendiri. Saya menyatakan pula bahwa saya tidak melakukan pengutipan sebagian atau seluruh gagasan, pemikiran, maupun tulisan orang lain dengan cara-cara yang melanggar hukum dan etika penulisan karya ilmiah. Sebagian atau seluruh gagasan, pemikiran, maupun tulisan orang lain yang saya kutip dalam tesis ini telah dicantumkan sumbernya baik di dalam naskah maupun daftar pustaka.

Atas pernyataan ini, saya bersedia menerima sanksi apapun jika di kemudian hari ditemukan adanya bukti pelanggaran terhadap etika keilmuan dalam tesis ini atau jika terdapat klaim dari pihak lain terhadap keaslian tesis ini.

Bandung, Februari 2025

Yang membuat pernyataan,

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Penyelesaian tesis ini tidak lepas dari bantuan, dukungan, dan bimbingan berbagai pihak. Oleh karena itu, penulis menyampaikan rasa terima kasih yang sebesar-besarnya kepada seluruh pihak yang telah memberikan kontribusi pada penyelesaian tesis ini.

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Bandung, Februari 2025

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ABSTRAK

Penelitian ini bertujuan mengkaji pengaruh langsung adopsi *artificial intelligence* (AI) terhadap kinerja *environmental, social, and governance* (ESG) serta dampaknya pada nilai perusahaan di lima negara ASEAN tahun 2020-2023. Penelitian ini juga mengkaji pengaruh tidak langsung adopsi AI terhadap nilai perusahaan melalui peran mediasi kinerja ESG dan setiap pilarnya. Sebanyak 1.420 data observasi dari 355 perusahaan pada seluruh sektor selama empat tahun dianalisis secara deskriptif dan multivariat. Hasil analisis pengaruh langsung menunjukkan bahwa adopsi AI berdampak positif pada kinerja ESG dan setiap pilarnya. Kinerja ESG dan setiap pilarnya berdampak positif terhadap nilai perusahaan. Lebih lanjut, analisis pengaruh tidak langsung menunjukkan bahwa kinerja ESG dan setiap pilarnya berhasil memediasi dampak adopsi AI pada nilai perusahaan secara positif. Penelitian ini memperkaya teori dengan menegaskan bahwa AI sebagai sumber daya strategis mampu menciptakan keunggulan kompetitif dengan meningkatkan efisiensi dan menciptakan nilai tambah. AI juga dapat meningkatkan transparansi dan akuntabilitas serta hubungan baik antara perusahaan dengan pemangku kepentingan sehingga akhirnya membangun legitimasi sosial atas inisiatif keberlanjutan yang dijalankan perusahaan. Perusahaan dapat mempertimbangkan untuk mengadopsi AI didukung oleh pembentukan kebijakan yang lebih terarah melalui peran regulator.

Kata Kunci: *Artificial Intelligence*, Kinerja ESG, Kinerja Lingkungan, Kinerja Sosial, Kinerja Tata Kelola, Nilai Perusahaan

***THE EFFECT OF ARTIFICIAL INTELLIGENCE ADOPTION ON
ENVIRONMENTAL, SOCIAL, AND GOVERNANCE PERFORMANCE
AND ITS IMPACT ON FIRM VALUE IN THE ASEAN-5 REGION
DURING 2020-2023***

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ABSTRACT

This study is intended to examine the direct effect of artificial intelligence (AI) adoption on environmental, social, and governance (ESG) performance and its impact on firm value in five ASEAN countries during 2020-2023. This study also examines the indirect effect of AI adoption on firm value through the mediating role of ESG performance and its pillars. A total of 1,420 observational data from 355 companies in all sectors over four years were analysed descriptively and multivariately. The results of the direct effect analysis show that AI adoption has a positive effect on ESG performance and each of its pillars. ESG performance and each of its pillars have a positive impact on firm value. Furthermore, the indirect effect analysis shows that ESG performance and each of its pillars successfully mediate the impact of AI adoption on firm value in a positive way. This study enriches the theory by confirming that AI as a strategic resource can create a competitive advantage by improving efficiency and creating added value. In addition, AI may increase transparency and accountability as well as good relations between the company and its stakeholders, ultimately building social legitimacy for the company's sustainability initiatives. Companies may consider adopting AI supported by the establishment of more targeted policies through the role of regulators.

Keywords: Artificial Intelligence, ESG Performance, Environmental Performance, Social Performance, Governance Performance, Firm Value

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