

# The Role of Sustainability Reporting, Green Accounting, and Growth In Increasing the Company's Share Price

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Abstract. Sustainable Development Goals (SDGs) have become a reference for various companies in United Nations (UN) member states to contribute to reducing social inequality and environmental maintenance in achieving sustainable development. Companies that contribute positively to environmental protection or maintenance and are transparent in all their activities will be considered positive for investors/shareholders. This research objective is to gather empirical evidence on the impact of the Sustainability Report, Green Accounting, and Company Growth on Share Price Growth. This research uses the purposive sampling method using 39 companies that received PROPER awards and are listed on the IDX for 2017-2021. Secondary data for this study was obtained from the websites of the Indonesia Stock Exchange and the company. The findings of this study demonstrate a supportive relationship between sustainability reports, green accounting, and stock price growth, as well as a good relationship between company growth and stock price growth. The results of this study imply that companies oriented towards sustainable development must continue to contribute positively to the environment to be well accepted by the community, which makes it considered positive in the eyes of investors.

Keywords: Sustainability Reporting; Green Accounting; Growth, Stock Price Growth.

## 1 Introduction

Sustainable development is a development concept that focuses on how to meet the needs of the current generation without endangering the health and safety of future generations to meet their own needs (Borowy, 2013). Currently, many companies have realized that in running a business, companies do not only pay attention to profit (economic) but also must pay attention to people (social) and the planet (environment). Several studies show that companies that pay attention to social and environmental issues will be trusted by consumers and appreciated by stakeholders. (Angelina & Nursasi, 2021; Pfajfar et al., 2022).

In Indonesia, PROPER (Public Disclosure Program for Environmental Compliance) is a government initiative to enhance corporate environmental management performance to support sustainable development. Companies will be given performance ranking scores in environmental management, namely the Gold, Green, Blue, Red, and Black categories. The State Ministry for the Environment is attempting to implement some of the good governance concepts in corporate management through this application. Table 1 shows a list of PROPER rankings for companies in Indonesia up to 2021.

## Table 1. List of PROPER rankings for companies in Indonesia

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Rating	Number of Companies					
	2017	2018	2019	2020	2021	
Gold	1	2	26	2	47	
Green	130	241	174	233	186	
Blue	1,486	1,454	1,507	1629	1,670	
Red	150	155	303	233	645	
Black	9	12	0	2	0	
Total Company	1,807	1,906	2,010	2,099	2,548	

#### Information:

Gold: Consistently has demonstrated environmental excellence in production and service processes, as well as conducting business that is ethical and responsible to society; Green: Carrying out environmental management beyond what is required in the regulations (beyond compliance) through implementing an environmental management system and utilizing resources efficiently and carrying out social responsibility properly; Blue: Carrying out environmental management efforts as required in accordance with applicable statutory provisions or regulations.

Red: Carrying out environmental management efforts but not yet in accordance with the requirements as regulated in legislation; Black: Deliberately commits an act or commits negligence resulting in pollution or environmental damage, as well as violating applicable laws and regulations and/or failing to carry out administrative sanctions.

### Source:(PROPER, 2022)

The company's economic, social, and environmental performance is outlined in the form of a sustainability report (sustainability reporting). This report aims to provide a comprehensive picture of how the company operates sustainably and responsibly toward various stakeholders, including employees, investors, consumers, government, society, and the environment. This report covers various issues and performance indicators relevant to the company's social, environmental, and economic aspects.

Companies that have published sustainability reports with integrity will certainly influence investors' viewpoints regarding the company's transparency attitude. Companies that disclose sustainability reports are open about all positive and negative impacts on economic and social aspects originating from all company operational activities. Companies that have consistently produced sustainability reports can influence the company's share price because investors can assess the company's transparency regarding the positive and negative causal impacts of all the company's operational activities. Research conducted by Prasetyo and Nani (2021) and Rakhman et al. (2019) shows that CSR disclosure in the economic category positively influences share price growth. However, Setyadi's research (2020) shows that sustainability reports do not influence share price growth because investors still pay attention to the company's economic performance when making investment decisions.

Furthermore, an essential issue in the accounting field, namely Green Accounting, has become investors' concern. Green Accounting is an accounting system related to environmental cost accounts. The implementation of green accounting can provide a new color for companies to contribute to environmental protection efforts that include prevention costs, detection costs, internal failure costs, and external failure costs for the company. Previous studies show that green accounting positively influences share price growth, where the higher the disclosure of green accounting, the higher the growth in company stock prices (Pratiwi & Rahayu, 2021; Qodratilah & Fatimah, 2021). However, according to Anggraeni (2018), there is no effect between applying green accounting and the company's share price growth.

Another factor that can affect the company's performance as measured by the growth of share prices is the company's growth. The company's growth can be seen from its ability to maintain its economic position amid the economy and business sector (Suwardika & Mustanda, 2017). When the assets owned by the company used for the company's operational activities increase, this shows that the return on investment has a positive value, which is an attraction for investors to buy company shares. Syardiana and Rodoni's research (2015) shows that company growth positively influences stock prices. There are positive relations between company growth and stock prices (Defi & Wahyudi, 2022; Purba, 2017). This positive influence is due to a good level of asset growth; investors hope to receive a high enough return on investment to increase the trust of external parties. Whenever stock prices are rising, then is the company growing (Firmansyah, 2017). However, Candra and Wardani's research (2021) found no effect of company growth on the rise and fall of stock prices.

Based on previous research results, there is inconsistency. Hence, there still needs to be more exploration of how the sustainability report influences the Company's performance as measured by share price growth. This research contributes by examining whether investors also analyze the extent to which a company's green accounting is implemented in addition to considering sustainability reports.

## 2 Hypothesis Development

## 2.1 Stakeholder Theory

Stakeholder Theory is a theory stated by Deegan (2011), it declares that all stakeholders have a right to information about the company's operational activities, which might affect decisions. This theory explains that the goal of a company is not just to seek profit. However, the company can position itself to contribute directly to society by better analyzing the impact of all its operational activities on economic, social, or environmental aspects. If a company can provide information to stakeholders by publishing its sustainability report as a form of company transparency, investors or potential investors can consider their decision to invest in the company.

#### 2.2 Legitimacy Theory

Legitimacy theory explains that a company will continue to guarantee its operational activities in accordance with the norms that apply in society. The theory of legitimacy asserts that companies will strive to ensure that external parties can receive their operational activities well (Tarigan & Semuel, 2014). In conveying all its performance and operational activities to the surrounding community, the company must also ensure that its operational activities can be well received, namely by including costs to maintain the surrounding environment so that it is properly maintained.

#### 2.3 The Effect of Sustainability Reports on Share Price Growth

The investor's perspective on the company can influence stock price fluctuations. Suppose the company's share price continues to increase. In that case, investors will be interested in buying shares in this company because they tend to get positive returns, so their shares can be considered superior. Disclosure of sustainability reports can be used as a positive signal or provide good information for investors because it provides good prospects for the future. Issuing a sustainability report improves the company's good image and adds value to the company (Caesaria & Basuki, 2017). Research conducted by Nanda and Hayati (2021) and Alshehhi et al. (2018) support that sustainability reports positively influence share price growth. Based on these results, the hypothesis proposed is:

H1: Sustainability Reports have a positive influence on the growth of share prices

## 2.4 The Effect of Green Accounting on Share Price Growth

The application of green accounting shows the company's efforts to improve environmental performance, control costs, and invest in environmentally friendly technologies. Applying green accounting is one way to minimize energy, conserve resources, and reduce environmental health and safety risks. Companies that can make their operations environmentally friendly and make their business sustainable tend to get a positive perspective from investors to invest in the company. Research by Qodratilah and Fatimah (2021) and Prawiti and Rahayu (2018), which assert that Green Accounting positively affects stock price growth, supports this assertion. Based on these results, the hypothesis proposed is:

H2: Green Accounting has a positive influence on share price growth

## 2.5 The Effect of Green Accounting on Share Price Growth

Company's growth has a good influence on its contribution to increasing stock prices because, with good company growth, investor confidence will also increase, followed by interest in investing so that the Company's stock price can increase. The Company's growth is expressed by the growth of the Company's assets, where the growth of assets in the past will provide an overview of future operational results. An increase in company assets is a positive signal for investors because they will assume that management has managed the Company well. This statement is also reinforced by an analysis conducted by Ramdhonah et al. (2019), which

asserts that company growth certainly influences stock price growth. Based on these results, the hypothesis proposed is:

H3: Company growth has a positive influence on share price growth

# 3 Methodology

The type of data used in this research is secondary data. The data for this study were taken from financial reports, company annual reports, and company sustainability reports, which were obtained through the official website of the Indonesia Stock Exchange and the respective

Information		
Companies registered on the IDX and received the gold, green,	72	
blue PROPER Award during 2017 - 2021		
Companies that do not publish sustainability reports	(29)	
consistently in 2017 - 2021		
Companies that do not publish annual reports consistently in	(4)	
2017 – 2021		
Number of Company Samples	39	
Observation Year 2017 – 2021	5	
Total Observations	195	

company websites. The research period is five years, from 2017 – 2021. The sampling technique uses a purposive sampling technique determined by specific criteria.

Table 2. Research Sample Criteria

Source: (Data processed by the author, 2023)

This research was processed using SPSS 22 software which included descriptive statistical tests and classical assumption tests. The research model adaptations used to test Hypotheses 1-3 are as follows:

PHS 
$$it = \alpha + \beta 1$$
 SR  $it + \beta 2$  GA  $it + \beta 3$  Growth  $it + \varepsilon$ 

Where:
PHS = Share Price Growth
SR = Sustainability Report
GA = Green Accounting
Growth = Company Growth

Table 3. Variable Operational Formula

Variable	Measurement	Reference
Share Price Growth (PHS)	Share Price Growth = (Specified year's Share Price - Previous year's Share Price) / Previous year's Share Price	(Setyadi, 2020)
Sustainability Report (SR)	SRDI = number of items disclosed / 91	(Meini & Chotimah, 2022);
Green Accounting (GA)	The total number of activities disclosed based on environmental cost groups (prevention costs, detection costs, internal failure costs, external failure costs), GA Score between 1-4. Given the number 1 if 1 environmental costs incurred; 2 if there are 2 types of environmental costs incurred; 3 if there are 3 types of environmental costs incurred; 4 if there are 4 types of environmental costs incurred.	(Sawitri, 2017) (Burhani, 2014)
Company Growth (Growth)	Change in total assets = (Total Assets - Total Assets t1 )/Total Assets t1	(Kusumajaya, 2011) (Mahanani & Kartika, 2022)
	C (D ( 11 (1 (1 2022)	

Source: (Data processed by the author, 2023)

#### 4 Results

According to Table 4, the Sustainability Report variable has a range of values between 0.100 and 0.840, with an average value of 0.339 and a standard deviation of 0.156. With an average of 2.523 and a standard deviation of 0.976, the Green Accounting variable has a range of values between 1 and 4, with a minimum value of 1. With an average value of 0.379 and a standard deviation of 0.234, the Company Growth Variable has a range of values between -0.210 and 0.420. With an average of 0.317 and a standard deviation of 0.214, the share price growth variable has a range of values between -0.590 and 1.430.

**Table 4. Descriptive Statistics** 

	N	Minimum	Maximum	Mean	Std. Deviation
SR	195	0.100	0.840	0.339	0.156
GA	195	1,000	4,000	2,523	0.976
Growth	195	-0.210	0.420	0.379	0.234
PHS	195	-0.590	1,430	0.317	0.214

Note: SR = Sustainability Report; GA = Green Accounting; Growth = Company growth; PHS = share price growth

Source: (Data processed by the author, 2023)

The Sustainability Report has a significance of 0.025<0.05, which indicates that H1 is accepted, allowing it to be concluded that the sustainability report has a positive impact on the increase of stock prices, according to the findings of the hypothesis testing in the table above. Sustainability reports have a positive influence on the growth of stock prices because a good sustainability report can provide transparency to investors regarding the positive and negative impacts of the company due to its operational activities on the environment.

Table 5. Analysis Regression Result

Model		Coefficients	t	Sig.
1	(Constant)	<u>103</u>	-2.863	.005
	SR	.531	7.998	.025
	GA	.216	5.800	.012
	Growth	.856	10.595	.000

Note:

Note: SR = Sustainability Report; GA = Green Accounting; Growth = Company growth; PHS = share price growth

Source: (Data processed by the author, 2023)

The conclusion that green accounting positively affects share price growth may be drawn from the results of hypothesis testing performed using Table 5, which shows that Green Accounting has a significance value of 0.012<0.05, indicating that H2 is accepted. Green accounting implemented by the company will gain a good image in the eyes of the public, which will result in the company's share price increasing. Companies that implement green accounting will give a new color to their contribution to environmental protection efforts by including costs related to the environment to get a good image from the public and attract investors' interest in investing.

Given that business growth (X 3) has a significance value of 0.00 0.05 and that H3 is accepted based on the results of the hypothesis testing performed using SPSS version 22 in Table 5. It can be said that company growth positively affects stock price growth.

## 5 Discussion

## 5.1 The Effect of Sustainability Reports on Share Price Growth

The more complete the components of sustainability reporting that the company discloses, the more complete the information obtained by investors or potential investors will be about how the company competes with its competitors while still implementing transparency in all its

operational activities that support social and environmental performance.

The results of this research align with research by Rakhman et al. (2019), which states that investors will be more interested in companies that are more transparent about the impacts caused by their companies, where these impacts positively influence the surrounding environment. Thus, investors will quickly buy shares of companies apprehensive about the environment.

#### 5.2 Effect of Green Accounting Implementation on Share Price Growth

By including costs related to the environment, the company will be concerned about the environment for stakeholders who aim to protect the surrounding environment and prevent unwanted things from happening. If the company does not protect the surrounding environment, it will result in spending costs greater than expected.

The results of this study align with Pratiwi and Rahayu (2018), who stated that the more complete the disclosure of green accounting in a company, the higher the company's stock price will be. That is because it becomes an added value in investors' eyes to assess the company.

## 5.3 Effect of Company Growth on Share Price Growth

The company's growth, which increases yearly, will give investors a positive signal. Investors will assume that larger assets will provide reasonable returns for investors. Investors have the notion that as the company's assets increase, the company's operational/production activities will also increase, which at the same time can increase the profit that the company gets. Furthermore, this increase in profits can provide reasonable returns for investors.

The study's findings are in agreement with the research of Ramdhonah et al. (2021), who stated in their research that improving company growth is one of the critical things expected by internal and external parties of the company because good company growth will provide a positive signal from company development. Company growth is profitable, and investors will expect a rate of return on investments that shows good growth so that company growth influences the growth of the company's share price.

### 6 Conclusion

Considering the findings of the research and discussion that have been conducted, the Sustainability Report positively influences the growth of stock prices. The quality of the sustainability report is a crucial factor because it can provide information to stakeholders to be able to make investment decisions in the company. With complete information from companies in carrying out their operational activities and implementing transparency, it will give a positive signal to investors or potential investors to assess how sustainable the company is to be able to compete in the future.

Furthermore, the application of Green counting positively influences the growth of stock prices. In its application, green accounting will provide a new color for companies to be able to contribute to environmental protection by adding costs related to the environment. Voluntary costs incurred by the company are not only to gain a good image from the community but can also prevent unwanted events from occurring, which will incur more significant costs to the environment where the company operates.

Finally, Company Growth has a positive influence on Stock Price Growth. Company growth positively influences share price growth because if the company grows, it gives a positive signal to investors. Hence, they are interested in investing in the company because, with good company growth, it is hoped that it can provide a better return on investment. Investors will assume that as a company's assets increase, the company's prospects will be better in the future

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