

INTISARI

Penelitian ini bertujuan untuk memperoleh bukti empiris terkait peran kinerja ESG dalam pengaruh praktik *transfer pricing* terhadap penghindaran pajak perusahaan multinasional. Penelitian ini mengembangkan penelitian terdahulu dengan berlandaskan pada teori pemegang saham. Penelitian ini menggunakan data sekunder yang diperoleh melalui Refinitiv Eikon dan laporan keuangan perusahaan. Populasi pada penelitian ini adalah perusahaan yang tercatat pada Bursa Efek Indonesia (BEI) periode 2018 – 2022 dengan kriteria skala multinasional. Melalui teknik *purposive sampling*, diperoleh 21 perusahaan dengan 105 observasi. Metode penelitian yang digunakan adalah kuantitatif dan model regresi moderasi dengan teknik OLS yang diolah menggunakan *software* STATA versi 17.

Hasil penelitian menunjukkan kinerja ESG memiliki peran dalam memperkuat pengaruh *transfer pricing* terhadap penghindaran pajak, sedangkan *transfer pricing* memiliki pengaruh signifikan negatif sebelum adanya variabel moderasi. Variabel kontrol yang digunakan pada penelitian ini berupa *return on assets*, *net profit margin*, *leverage*, ukuran perusahaan, dan pandemi Covid-19. Kinerja ESG dan *net profit margin* secara signifikan berpengaruh negatif terhadap penghindaran pajak. Sementara itu, *return on assets*, *leverage*, ukuran perusahaan, dan pandemi Covid-19 tidak berpengaruh signifikan terhadap penghindaran pajak.

Kata kunci: kinerja ESG, *transfer pricing*, penghindaran pajak, *return on assets*, *net profit margin*, *leverage*, ukuran perusahaan, Covid-19, perusahaan multinasional.

ABSTRACT

This study aims to obtain empirical evidence regarding the role of ESG performance in moderating the effect of transfer pricing practices on tax avoidance among multinational companies. This study extends prior research by adopting the perspective of shareholder theory as its theoretical foundation. Secondary data were obtained from Refinitiv Eikon and the companies' financial statements. The population of this study consists of multinational companies listed on the Indonesia Stock Exchange (IDX) during the period 2018–2022. Through purposive sampling technique, obtained 21 companies with 105 observations. This study adopts a quantitative approach and employs a moderating regression model with OLS technique analyzed using STATA version 17.

The findings indicate that ESG performance strengthens the effect of transfer pricing on tax avoidance, while the transfer pricing had a significant negative effect before the moderating variable was added. Control variables used in this study includes return on assets, net profit margin, leverage, firm size, and the Covid-19 pandemic. Among these, ESG performance and net profit margin is found to has a significant negative effect on tax avoidance, while return on assets, leverage, firm size, and the Covid-19 pandemic has no significant effects.

Keywords: *ESG performance, transfer pricing, tax avoidance, return on assets, net profit margin, leverage, firm size, Covid-19, multinational company.*