

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh langsung dualitas CEO terhadap *financial firm performance* dan menguji efek mediasi *greenwashing* pada hubungan dualitas CEO terhadap *financial firm performance*. Sampel yang digunakan adalah perusahaan non-keuangan yang tercatat di bursa efek negara-negara di ASEAN-5 dari 2016 hingga 2023. Metode penentuan sampel menggunakan *purposive sampling*. Data variabel diambil dari database World Bank, Bloomberg, dan Thomson Reuters. Temuan penelitian menunjukkan dualitas CEO berpengaruh signifikan positif terhadap *greenwashing*, namun dualitas CEO berpengaruh signifikan negatif terhadap *financial firm performance*. Hasil penelitian juga menunjukkan bahwa *greenwashing* berpengaruh signifikan positif terhadap *financial firm performance*. Selain itu, *greenwashing* memediasi hubungan dualitas CEO dengan *financial firm performance*. Secara keseluruhan, studi ini berkontribusi pada literatur tentang pengaruh dualitas CEO dan *greenwashing* perusahaan pada kinerja keuangan. Penelitian ini menyoroti perlunya regulasi terkait *greenwashing* di negara-negara berkembang.

**Kata kunci:** *dualitas CEO, greenwashing, financial firm, performance*

## ABSTRACT

*This study aims to examine the direct effect of CEO duality on financial firm performance and to investigate the mediating effect of greenwashing in the relationship between CEO duality and financial firm performance. The sample consists of non-financial companies listed on the stock exchanges of ASEAN-5 countries from 2016 to 2023. The sample was selected using purposive sampling. Data for the variables were obtained from the World Bank, Bloomberg, and Thomson Reuters databases. The findings indicate that CEO duality has a significant positive effect on greenwashing but a significant negative effect on financial firm performance. The results also indicate that greenwashing has a significant positive impact on financial firm performance and mediates the relationship between CEO duality and financial performance. Overall, this study contributes to the literature on the impact of CEO duality and corporate greenwashing on financial performance. It highlights the need for regulatory frameworks addressing greenwashing in developing countries.*

**Keywords:** *dualitas CEO, greenwashing, financial firm, performance*