ABSTRACT

THE EFFECT OF ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE) SCORES AND OPERATIONAL EFFICIENCY ON RETURN ON ASSETS (ROA) AT PT BANK RAKYAT INDONESIA (PERSERO) TBK FOR THE 2020-2025 PERIOD

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This study aims to analyze the influence of Environmental, Social, and Governance (ESG) scores and operational efficiency on profitability, as measured by Return on Assets (ROA), at PT Bank Rakyat Indonesia (Persero) Tbk during the 2020-2025 period using purposive sampling. The study employs a quantitative approach with a causal-associative design. Six years of time-series data were tested using multiple linear regression with the assistance of SPSS version 25 software. The test results indicate that both variables were found to have a significant effect on ROA (calculated F = 181.144; significance = 0.001) with an Adjusted R^2 *value of 0.992. Partially, the ESG score has a positive and significant effect on ROA (t-calculated = 3.192; significance = 0.050) with a regression coefficient of 0.014. Conversely, operational efficiency, proxied by the BOPO ratio, has a negative and significant effect on ROA (t-calculated = -12.198; significance = 0.001), where a 1% increase in the BOPO ratio reduces ROA by 0.097%. These findings indicate that controlling operating costs remains the primary driver of short-term profitability, while ESG commitments provide a gradual and strategic positive impact in the long term. The recommendation is directed at bank management to maintain the BOPO ratio below 85% while integrating sustainability practices into core business strategies to optimize financial performance on a sustainable basis.*

***Keywords**: ESG Scores, Operational Efficiency, BOPO, Return on Assets (ROA), Banking Financial Performance.*

ABSTRAK

PENGARUH SKOR ESG (*ENVIRONMENTAL, SOCIAL, AND GOVERNANCE*) DAN EFISIENSI OPERASIONAL TERHADAP *RETURN ON ASSETS* (ROA) PADA PT BANK RAKYAT INDONESIA (PERSERO) TBK PERIODE 2020-2025

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Penelitian ini bertujuan untuk menganalisis pengaruh skor *Environmental, Social, and Governance* (ESG) dan efisiensi operasional terhadap profitabilitas yang diukur melalui *Return on Assets* (ROA) pada PT Bank Rakyat Indonesia (Persero) Tbk selama periode 2020-2025 dengan teknik *purposive sampling*. Penelitian menggunakan pendekatan kuantitatif dengan desain asosiatif kausal. Data *time series* enam tahun diuji menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS versi 27. Hasil pengujian menunjukkan bahwa kedua variabel terbukti berpengaruh signifikan terhadap ROA (F-hitung = 181,144; signifikansi = 0,001) dengan nilai *Adjusted* R^2 sebesar 0,992. Secara Parsial, skor ESG berpengaruh positif dan signifikan terhadap ROA (t-hitung = 3,192; signifikansi = 0,050) dengan koefisien regresi sebesar 0,014. Sebaliknya, efisiensi operasional yang diproksikan dengan rasio BOPO berpengaruh negatif dan signifikan terhadap ROA (t-hitung = -12,198; signifikansi = 0,001), di mana setiap kenaikan 1% rasio BOPO menurunkan ROA sebesar 0,097%. Temuan ini mengindikasikan bahwa pengendalian biaya operasional tetap menjadi pendorong utama profitabilitas jangka pendek, sementara komitmen ESG memberikan dampak positif yang bersifat bertahap dan strategis dalam jangka panjang. Rekomendasi ditujukan kepada manajemen perbankan untuk mempertahankan rasio BOPO di bawah 85% sekaligus mengintegrasikan praktik keberlanjutan ke dalam strategi bisnis inti guna mengoptimalkan kinerja keuangan secara berkelanjutan.

Kata Kunci: Skor ESG, Efisiensi Operasional, BOPO, *Return on Assets* (ROA), Kinerja Keuangan Perbankan.