



RESEARCH ARTICLE

The Effect of Financial Reporting Fraud and Tax Avoidance on the Green Reputation of the Company

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Keywords

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In the era of awareness improved environment, reputation green company become key important in attract investors and concerned consumers environment. Study This aim For test in a way empirical influence of fraud reports finance and tax avoidance towards reputation company. The independent variable is fraud reports finance and tax avoidance, while the dependent variable is reputation company. Use approach quantitative with method panel data regression. Data used in study This is sourced secondary data from report annual indexed companies Sri Kehati shares in 2017-2021 there were 22 companies . Data processing using application programs Eviews. Data testing using descriptive tests and panel data regression tests. Tax avoidance is not influential to reputation company. Fraud report finance and tax avoidance simultaneous influential to reputation company. emuan This indicated that practice report finances are not transparent can damage reputation green company , while avoidance strategies tax No contribute in a way significant to change reputation green . Study This give outlook important for companies and stakeholders interest about importance transparency in report finance For maintain and improve the company's green reputation

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INTRODUCTION

Company with a green reputation often considered own level more integrity and transparency all in operation they. Commitment to sustainability environment can reflect culture Respectful company values like honesty , accountability and transparency in reporting finance and taxes (Santos et al., 2023) (Wang et al., 2022). More supervision team strict this can strengthen accountability company to behavior finance them, because risk more reputation high, company will more be careful in ensure compliance applicable standards and regulations (Abbas et al., 2021).

Example one case point beginning decreasing public trust begins from (Wise, 2013) (Hashim et al., 2020) Enron case , Worldcom , Global Crossing, IHI, Tyco, Bank Lippo case , PT case . Image of the Nusapala Clan Persada, Duta Bank, Xerox and PT. The National Gas Company and Merck collapsed one by one. Besides that exists several fraud reports finances in a number company as happened at PT. Kimia Farma, Tbk , fraud case report finances carried out by the company the on No in a way direct related with taxes paid to the country. Good fraud report finance and questionable tax avoidance can damage trust holder interest to company (Supriatiningsih, et al., 2023). Reasons for choosing indexed companies shares in Sri Kehati is because company the perform Good in practice environmental, social and corporate governance. Study done for test whether in an incorporated company in Sri Kehati commit fraud and tax avoidance so lower reputation company they.

On research before, generally research about influence Triangle theory of fraud reports finance. (Homer, 2020) in his research that Of the 33 studies analyzed , 32 studies support at least One element from triangle fraud , and 27 studies support third element the . By overall, research This show that the fraud triangle got consistent support across a wide range subject, industry, and country.

(Rustiarini et al., 2019) (Ibrahim, et al, 2022) who stated that results study show that behavior cheating increase when individual face pressure tall and have chance tall . Factors

This role important in form rationalization individual. Most of the participant use “redirect not quite enough answer” as method for rationalize action they. Additionally, research this ~~do~~ that affect negative works as an internal mediator connection between behavior cheating and rationalization

Study about tax avoidance has been conducted by (Supriatiningsih; et al, 2023), (Sari et al., 2024) that the role of corporate governance is very influential tax avoidance occurs, research this carried out at the company manufacturers listed on the JSE. (Anggraini & Wahyudi, 2022)research about that tax avoidance has an effect to reputation company. The results of the research is If the company manage tax with effective, they are expected own information transparent accounting, reducing asymmetry information, and improve trust social related obligation fair taxes. Reputation good company, updated every years, useful for public and reduce asymmetry information. Improvement attention public to reputation will push transparency in information finance, and corporate leading try maintain reputation they with provide information finance quality tall. This matter different with results study from (Mundiroh & Ningsih, 2022) that No all pentagon variables have an effect against taxavoidance. Compare backwards with results research from (Frenky, at al., 2020) which states that tax avoidance is not influential to reputation company with reason that Investors often don't know amount taxes paid by the company , so avoidance tax No too considered in evaluationthey to mark company . As a result, avoidance tax No own impact significant on Value Company according to investor perspective.

Based on research presented above, results study still inconsistency and research still limitedto fraud reports finance and tax avoidance, no found combining research between fraud reportsfinance and tax avoidance. Research interested for research about role important green reputation in reduce detrimental practices such as fraud and tax avoidance. Research that is special explore connection between green reputation , fraud reports finance , and tax avoidancein Indonesia as novelty research and provide significant contribution for literature academic and practical business in unique regional context .

Reader review green reputation

Green reputation refers to image and reputation positive that a person has company ororganization in matter commitment and friendly practices environment or sustainable (Abdelzaher & Newbury, 2016). According to (Agyabeng, et al., 2022), p this reflect perception that company the operate with notice impact to environment and society as well take steps For minimize footsteps ecological they. Company with green good reputation considered responsible socially and environmentally, which can increase trust and loyalty customer as well as increase their firm value.

Fraud report finance

Fraud report finance is actions carried out by individuals or party certain in a way on purpose in a organization with objective For manipulate or misleading information financials presentedin report finance (Diab et al., 2023) . The goal for deceive the authorities interest such as investors, creditors or regulator, with method make report finances are not accurate or misleading (Maulidi, 2020). Fraud report finance can own consequence Serious for companyincluding significant financial losses, sanctions law, loss trust and damage serious reputation. Companies with a strong green reputation Possible will face pressure For show good financialperformance to be in line with image they as responsible entity answer so that push management company For involved in practices that are not ethical including fraud reports finances to meet stakeholder expectations .

Tax avoidance

Tax avoidance is practices used by individuals or company For reduce obligation tax they withmeans permitted by law applicable taxes (Hidayat et al., 2022) (Supriatiningsih & Darwis, 2020) . The purpose of tax avoidance is For utilise gap or leeway in regulation taxation For reduce amount taxes are mandatory paid without violate law (Supriatiningsih et al., 2023) , (Kalbuana et al., 2022) (Sari et al., 2024) . A number of loopholes exploited by companies is regulation complex taxes , transfer pricing or investment in the jurisdiction with tariff more taxes low For reduce payment tax .

Connection between green reputation with tax avoidance it can really depend on values, culture company and pressure external ones they are face it so that companies will more tend For notice impact practice tax they to image they in a way overall (Sari et al., 2024).

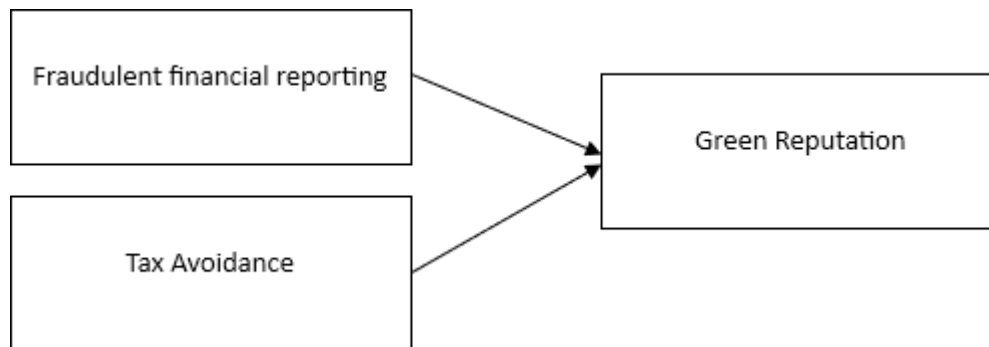


Figure 1: Research model concept

Source: processing data researcher development hypothesis

The influence of fraud reports finance to green reputation

Deep fraud report finance show exists problem with Integrity Company. When the company involved in fraud finance, this can influence How public looking overall ethics and credibility company, incl commitment they to practice environment. Dishonesty financial can cause doubt about authenticity claim Environment Company. The public is inclined evaluate company based on reputation and trust to transparency. If Sri Kehati Company involved in fraud reports finance, this can damage trust public to all claim company, incl claim about commitment environment they. When trust to report finance decreasing, p this can lower perception positive to green reputation company. The more big company make fraud reports finance so the more low green reputation company them. This matter in line with study from (Mundiroh & Ningsih, 2022)

H1: Fraud report finance influential negative towards the green reputation of the Sri Kehati company.

The influence of tax avoidance on green reputation

Tax avoidance is possible influence perception Ethics Company. Companies that do avoidancetax Possible considered No ethical because avoid fair contribution to income public. When the company considered No ethical in matter taxation, p This can lower trust public to commitment company in matter not quite enough answer social, incl not quite enough answer environment (Luvita, 2021). The public often hook not quite enough answer social and environmental company with justice in matter taxation. If Sri Kehati Company involved in tax avoidance, public possible doubtful authenticity and commitment company to initiative environment they. Perception that company No pay taxes should be can lower trust public to claim Environment Company. The more tall company increasingly doing tax avoidance low green reputation company they. This matter in line with results study from (Anggraini & Wahyudi, 2022)

H2: Tax avoidance has an effect negative towards the green reputation of the Sri Kehati Company.

The influence of fraud reports finance and tax avoidance on green reputation

Dishonesty in report finances and avoidance tax both of them can damage perception public about ethics and Transparency Company. If Sri Kehati Company involved in second practice this is the impact to green reputation Can bigger than If only involved in one practice. Public perhaps consider company the No consistent in commitment they to not quite enough answer social and environmental. Trust public to Commitment Company to practice environment often influenced by views general about ethics and responsibility answer social company. Fraud report finance show dishonesty financial, while tax avoidance shows reluctance for contribute in a way fair to public. Combination from second factor this can make public skeptical to claim environment company. Fraud

and tax avoidance practices are possible because damage mutual reputation strengthen. When second practice this happen simultaneously, impact negative impact on the company's green reputation can more significant. Public and stakeholders interest Possible more fast evaluate negative to claim sustainability company If they feel that company No act in a way ethical in a way overall. Themore tall company make fraud reports finance and tax avoidance then the more low green reputation company they. This matter in line with results study from (Mundiroh & Ningsih, 2022) .

H3: Fraud report finance and tax avoidance simultaneous influential negative towards the green reputation of the Sri Kehati Company.

RESEARCH METHODS

Subject in study this is indexed companies Sri Kehati shares and the Indonesian Stock Exchange 2017-2021. Whereas object research used is report finance indexed companies Sri Kehati shares 2017-2021. Type of data used in study this is sourced secondary data from report annual indexed companies Sri Kehati shares 2017-2022. Data processing use application eviews. Data testing is descriptive testing and panel data regression.

Table 1: Company sample criteria

No.	Information	Total
1.	Indexed companies Sri Kehati shares 2017-2021.	25
2.	Publishing company report annual in a way consecutive in company or BEI 2017-2021	25
3.	Companies that have appropriate variables with the study 2017-2021.	22
4.	Total data (22 companies x 5 years)	110

Source: www.BEI.co.id

Data usage included to in time series and cross section categories, caused more from one entity and in long time. Times series and cross sections are combined become panel data method (Oussii & Klibi, 2023). Use some deep techniques do estimation of model parameters with panel data, namely in pooled least squares (common effect) and fixed effect models (Zahari et al., 2022).

Independent variable in study This is a fraud report measured finances with Benish MScore (Rostami & Rezaei, 2022) , tax avoidance is measured with CETR = Cash tax paid divided by Pretax Income (Supriatiningsih et al., 2024) while green reputation the measurement using the Corporate Image Award (CIA) (Fadilla, 2020) (Tarjo et al., 2022) .

RESULTS AND DISCUSSION

Results

Descriptive test

Table 2: Descriptive test results

Date:			
08/08/2024			
Sample: 2017 2021			
	Reputation	M-Score	CETR
Mean	'1088.191	29.39789	0.259028
Median	1351.000	-5.910971	0.244304
Maximum	3105.000	1704.336	0.596355
Minimum	0.00000	-368.4245	-0.262611
Std. Dev	1007.371	240.6702	0.151512
Skewness	0.156644	5.539414	-0.289521
Kurtosis	1,641008	36.32542	4.4766651
Jarque-Bera	8.914627	5652.734	11.53070
Probability	0.011593	0.000000	0.003134

Sum	119701.0	3233.768	28.49304
Sum Sq. Dev	1.11E+08	6313516	2.502182
Observation	110	110	110

Test assumptions classic

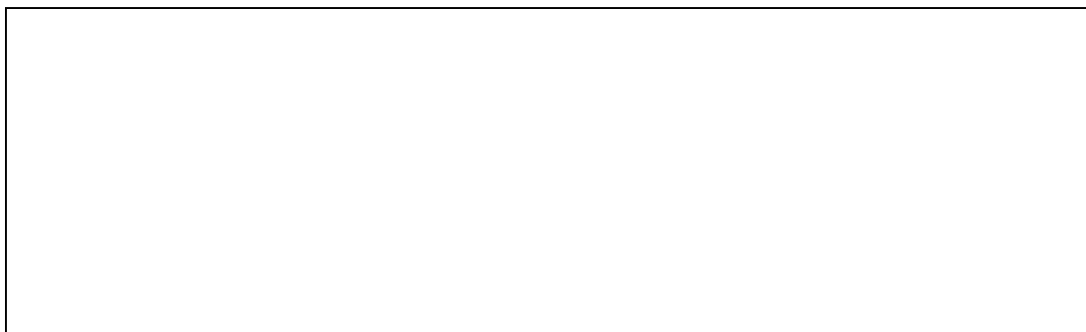


Figure 2: Normality test

Source: Results eviws data processing

From the picture above, test normality show that mark the probability is 0.064976, which is bigger from 0.05. With So, you can concluded that distribution of regression models follow pattern normal distribution, indicating that the data is distributed in a way evenly distributed and regression models fulfil assumptions normality

Panel data regression test

Table 3: Panel data regression test

Model Selection Test		
Testing	Results	Decision
Chow Test	0.0000	FEM
Hausman Test	0.0409	FEM
Lagrange Multiplier Test	0.0000	BRAKE

Source: Results eviws data processing

Of these three tests, the panel data regression test is FEM

Table 4: Fixed effects model

Dependent variable: Reputation				
Method Panel EGLS (cross-section weght)				
Date: 08/08/24				
Sample: 2017 2021				
Period included : 22				
Cross s-section included: 22				
Total pool (balanced) obervations: 110				
Linear estimation after one-step weigtghting matrix				
Variabel	Coefficient	Std. Error	t-Statistic	Prob
C	1085,895	2,782013	390.3269	0.0000
M Score	0,085764	0.073260	1.170687	0.2450
CETR	0,867699	6.056075	-0.143277	0.8864

Source: results eviws data processing

Random effects model

Table 5: Random effect model test

Dependent variable: Reputation				
Method Pooled Least Squares				
Date: 08/08/24				
Sample: 2017 2021				
Cross-section included : 22				
Total panel observation: 110				
Total pool (balanced) observations: 110				
Swamy and Arora estimator of component variances				
Variabel	Coefficient	Std. Error	t-Statistic	Prob
C	1065.822	204.4007	5.214376	0.0000
M Score	0,353874	;0.120517	2.936304	0.0041
CETR	46.19440	299.4443	0.154267	0.8777

Source: results eviws data processing

Table 6: t test

Dependent variable: Reputation				
Method Pooled Least Squares				
Sample 15				
Included observation: 5				
Total pool (balanced) observations: 110				
Variabel	Coefficient	Std. Error	t-Statistic	Prob
C	1088,065	83,64198	13,00860	0.0000
M Score	0,336279	0,120719	2,785633	0.0066
CETR	-37,67819	305,2654	-0,123428	0.9021
Effect Specification				
Cross section fixed (dummy variables)				
R-Squared	0,938299	Mean dependen var	1088,191	
Adjusted squared	R-0,921797	SD dependen var	1007,371	
SE. of regression	281,7088	Akaike info criterian	14.30986	
Sum squared resid	-763,0421	Schwarz criterian	14.89905	
F-statistic	56.86140	Hannan-Quinn criter	14.54884	
Prob/F-Statistic	0.0000	Durbin-Watson Stat	1.473212	

Source: results eviws data processing

Results from regression tests by partial (t-test)

$df = (nk-1)$, $df = 110-2-1= 107$ t-table value = 1.65

The t-test results on the variable M_SCORE (X1) were obtained calculated t- value equal to 2.785633 > t- table namely 1.65 and the value of Prob. 0.0066 > 0.05, meaning the variable M_SCORE (X1) has an effect and does not significant to variable Reputation (Y).

The t-test results on the CETR variable (X2) were obtained calculated t- value equal to - 0.123428 < t- table namely 1.65 and the value of Prob. 0.9021 > 0.05, Meaning variable CETR(X2) does not influential or not significant to variable Reputation (Y).

Results from regression tests by simultaneous (f-test)

$df_1 = (i- 1) = 22-1= 21$ $df_2 = (n-(k+i)) = 110-(2+22)= 110-24= 86$

table value = 1.68

Calculated f-value equal to 56.86140 > f- table namely 1.68 and the Prob (F-statistic) value is 0.000000 < 0.05, meaning M_SCORE and CETR variables have an effect to Reputation.

Results of the coefficient test determination of R²

Adjusted R-Squared= 0.921797 KD= Adjusted R-Squared x 100%= 0.921797 x 100% = 92.18%. Coefficient value determination the show that variable independent consisting of M_SCORE and CETR is capable explain variable dependent Reputation year for the 2017- 2021 period was 92.18%, meanwhile the remaining 7.82% (100 – adjusted R-square value) is explained by other variables that are not entered in the research model.

Discussion

The influence of fraud reports finance to variable reputation

Research result show that fraud reports finance influential No significant to variable reputation company. Registered company in SRI- Kehati index already fulfil criteria certain in matter environmental, social and governance (ESG). Criteria This Can covers strict policies and practices related transparency report finance and fraud prevention. Internal company SRI- Kehati index usually have governance good company and system strong internal controls , so reduce risk occurrence of fraud. This matter can cause the effect of fraud on reputation become not enough significant. This matter in line with results study Supriatiningsih, (2022) , Rachman et al., (2021) but different with results study from Fadilla, (2020) stated that fraud reports finance No influential to reputation company .

The influence of tax avoidance on variable reputation

Research result show that tax avoidance is not influential to Reputation Company. Company registered with SRI- Kehati must fulfil criteria strict related sustainability and governance. Evaluation this covers aspect more environmental, social, and governance wide than only problem tax. This matter means reputation company more determined by ESG performance overall than tax avoidance practices. Companies in the SRI- Kehati index Possible Already own strong governance and compliancesystems that mitigate impact from tax avoidance. They Possible carry out tax avoidance with considered way ethical and appropriate with existing regulations, so No damage reputation they. This matter in line with results study from (Anggraini & Wahyudi, 2022), however compare backwards with results study from (Frenky, et al., 2020) that tax avoidance is not influential to Reputation Company.

Fraud report finance and tax avoidance has an effect in a way simultaneous to variable reputation

Research result show that fraud reports finance and tax avoidance simultaneous influential to Reputation Company. When fraud is reported financial and tax avoidance occurs in a way simultaneously, the impact to reputation Can more big than if one factor happen in a way separated. Both of them can give rise to doubt about integrity and Ethics Company. Evaluationsimultaneous show that combination from second practice This Can worsen perception publicand stakeholders. Fraud report finance show exists problem Serious in transparency and accountability, while aggressive tax avoidance can bring up worries about not quite enough answer social and compliance law. Effect cumulative from second factor this can make Reputation Company affected in a way significant. Until moment this researcher not yet fined results study previously regarding fraud reporting and tax avoidance together influential to Reputation Company.

CONCLUSION

Research result show that fraud reports finance influential No significant to variable reputation company. Tax avoidance is not influential to Reputation Company. Fraud report finance and tax avoidance simultaneous influential to reputation company

Suggestion

On research This Still use Triangle fraud theory, expected for study furthermore use appropriate theory with circumstances now so that can known more in causes of fraud reports finance. For population expected besides from Sri Kehati, so you can visible fraud reports finance from sector what a lot happen.

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