

## ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis peran *good corporate governance* pada pengaruh inovasi: produk dan proses terhadap kinerja keuangan perusahaan. Variabel-variabel yang digunakan adalah inovasi produk, inovasi proses, kinerja keuangan perusahaan, dan *good corporate governance*. Populasi yang digunakan dalam penelitian ini berjumlah 616 perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2013-2017. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling*, didapatkan 86 sampel penelitian. Pemeriksaan peran *good corporate governance* pada pengaruh inovasi: produk dan proses terhadap kinerja keuangan perusahaan dilakukan dengan menggunakan analisis regresi linier berganda yang dibantu oleh software SPSS 20.0. Berdasarkan hasil uji analisis linier berganda dengan tingkat signifikansi 5 % maka hasil penelitian ini menyimpulkan bahwa: (1) peran *good corporate governance* mampu memperkuat pengaruh inovasi produk terhadap kinerja keuangan perusahaan (2) peran *good corporate governance* tidak mampu memperkuat pengaruh inovasi proses terhadap kinerja keuangan perusahaan.

**Keywords** : Inovasi produk, inovasi proses, kinerja keuangan, *good corporate governance*.

***ABSTRACT***

*This study aims to identify and analyze the role of good corporate governance on the influence of innovation: products and processes on corporate financial performance. The variables used are product innovation, process innovation, corporate financial performance, and good corporate governance. The population used in this study amounted to 616 manufacturing companies listed on the Indonesia Stock Exchange (IDX) in the 2013-2017 period. The sampling technique was done by using purposive sampling method, obtained 86 research samples. An examination of the role of good corporate governance on the effect of innovation: products and processes on the company's financial performance is carried out using multiple linear regression analysis assisted by SPSS 20.0 software. Based on the results of multiple linear analysis tests with a significance level of 5%, the results of this study concluded that: (1) the role of good corporate governance is able to strengthen the influence of product innovation on corporate financial performance (2) the role of good corporate governance is not able to strengthen the effect of process innovation on financial performance company.*

*Keywords: product innovation, process innovation, financial performance, good corporate governance.*