

## **ABSTRACT**

*Environmental issues have increasingly attracted the attention of stakeholders, extending even into the financing sector. This study aims to investigate the effect of green bond issuance on firm value and further examine the moderating role of environmental costs on this relationship.*

*The sample consist of publicly listed bond-issuing companies in Thailand and Indonesia recorded in the Bloomberg database from 2019 to 2023, and listed on the Stock Exchange of Thailand and the Indonesia Stock Exchange. Samples were selected using the purposive sampling method to refine results according to predetermined criteria. The hypotheses were tested using a quantile regression technique across 120 observations, divided into four quantiles: 0,25; 0,50; 0,75; and 0,95. Data analysis was performed using IBM SPSS 26 software.*

*The findings reveal that for firm with low to medium valuations, green bond issuance has a significant positive effect on firm value. In contrast, no significance effect is observed among firms with higher valuations. Furthermore, environmental costs strengthen the relationship between green bond issuance and firm value for firms with medium-level valuations. Conversely, for firms with low to high valuations, environmental costs do not exhibit a strengthening effect.*

*Keywords : Green bonds issuance, environmental cost, firm value*

