PENGARUH CORPORATE SOCIAL RESPONSIBILITY (CSR), GOOD CORPORATE GOVERNANCE (GCG) DAN PROFITABILITAS TERHADAP RETURN SAHAM PADA KOMPAS 100 PERIODE 2010 - 2012

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ABSTARCT

This research was about analysis Corporate Social Responsibility (CSR), Good Corporate Governance (GCG) and Profitability with study cases of Kompas100 with some criteria for period 2010-2012. The purpose of this research is how to know the analysis CSR, GCG and Profitability of Stock Return.

The result of this research will be showing that the CSR is not effect on Stock return and corporate governance (Owner Managerial, Independent Director and Audit Comitee) is significant on Stock Return, ROA on stock returns is significant.

Key words: CSR, GCG, Profitability, Stock Return.