

ABSTRAK

Penelitian bertujuan untuk menguji pengaruh *corporate social responsibility* (CSR) terhadap nilai perusahaan dengan *good corporate governance* (GCG) dan kinerja keuangan sebagai variabel *moderating*. *Good corporate governance* diwakilkan oleh kepemilikan manajerial dan kepemilikan institusional. Kinerja keuangan diproksikan dengan *return on assets* (ROA) dan *return on equity* (ROE). Metode pemilihan sampel menggunakan *purposive sampling* pada perusahaan pertambangan yang terdaftar di BEI periode tahun 2012 – 2015 sehingga diperoleh sample sebanyak 11 (sebelas) perusahaan. Metode analisis yang digunakan yaitu *moderated regression analysis* (MRA) didukung oleh software aplikasi SPSS versi 23.

Hasil penelitian ini menunjukkan bahwa variabel *corporate social responsibility* (CSR) tidak berpengaruh terhadap nilai perusahaan. Variabel kepemilikan manajerial dan kepemilikan institusional tidak memiliki pengaruh sebagai variabel *moderating* dalam memperkuat hubungan antara *corporate social responsibility* dengan nilai perusahaan. Sedangkan *return on assets* (ROA) dan *return on equity* (ROE) memiliki pengaruh sebagai variabel *moderating* dalam memperkuat hubungan antara *corporate social responsibility* dengan nilai perusahaan.

Kata Kunci : *corporate social responsibility* (CSR), kepemilikan manajerial, kepemilikan institusional, *return on assets* (ROA), *return on equity* (ROE), nilai perusahaan.

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ABSTRACT

The study aimed to examine the Effect of corporate social responsibility (CSR) the firm value with good corporate governance (GCG) and financial performance as moderating variable. GCG is represented by managerial ownership and institutional ownership. Financial performance is represented by assets returns (ROA) and return on equity (ROE). Methods of sample selection using purposive sampling on mining companies listed on the stock exchange year period 2012 - 2015 so obtained sample of 11 (eleven) of the Firm. The analytical methods used namely moderated regression analysis (MRA) is supported by software application SPSS version 23.

The results of this study indicate that the variable corporate social responsibility (CSR) has no effect on the value of the firm. Variable managerial ownership and institutional ownership has no effect as moderating variable in strengthening the relationship between corporate social responsibility with the firm value. While the return on assets (ROA) and return on equity (ROE) has effect as moderating variable in strengthening the relationship between corporate social responsibility with the firm's value.

Keywords: corporate social responsibility (CSR), managerial ownership, institutional ownership, return on assets (ROA), return on equity (ROE), firm value.

