

**PENGARUH *CORPORATE SOCIAL RESPONSIBILITY*, KEPEMILIKAN
INSTITUSIONAL, *NET PROFIT MARGIN*, DAN *LEVERAGE* TERHADAP
NILAI PERUSAHAAN**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Corporate Social Responsibility*, Kepemilikan Institusional, *Net Profit Margin* dan *Leverage* terhadap nilai perusahaan. Dalam penelitian ini variabel dependen yaitu nilai perusahaan. Variabel independen *corporate social responsibility*, kepemilikan institusional, *net profit margin* dan *leverage*.

Sampel yang digunakan adalah data sekunder dari perusahaan Manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) pada tahun 2013-2015. Sampel diambil menggunakan *purposive sampling*. Sampel yang memenuhi kriteria sebanyak 29 perusahaan. Metode statistik menggunakan alat Analisis Regresi berganda dengan software SPSS versi 20.

Hasil pengujian statistik menunjukkan bahwa variabel independen *net profit margin* dan *Leverage* berpengaruh signifikan terhadap nilai perusahaan, sedangkan variabel independen CSR dan kepemilikan institusional tidak berpengaruh terhadap nilai perusahaan.

Kata Kunci: Nilai perusahaan; *Corporate Social Responsibility*; Kepemilikan Institusional.; *Net Profit Margin*; *Leverage*

***THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY,
INSTITUTIONAL OWNERSHIP, NET PROFIT MARGIN AND
LEVERAGE ON FIRM VALUE***

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ABSTRACT

This study aimed to examine the effect of the corporate social responsibility, Institutional ownership, net profit margin and leverage on the firm value. In this study, the dependent variable is firm value. The independent variable is the corporate social responsibility, ownership institutional, net profit margin and leverage.

The sample used is secondary data from manufacture companies listed in Indonesia Stock Exchange (BEI) in 2013-2015. Samples were taken using purposive sampling method. Samples that meet the criteria as much as 29 companies. Statistical methods using multiple regression analysis using with software SPSS version 20.

The result of statistical test showed that the independent variables of net profit margin and leverage significant effect on the firm value, while the other independent variable corporate social responsibility and ownership institutional does not effect on the firm value.

Keywords : The Firm Value; The Corporate Social Responsibility; The Ownership Institutional; The Net Profit Margin; The Leverage