

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak profitabilitas dan solvabilitas dengan *corporate social responsibility* sebagai variabel moderating. Populasi penelitian adalah Perusahaan Sektor Industri Barang Konsumsi Yang Terdaftar di Bursa Efek Indonesia Tahun 2019-2021. Metode penentuan sampel dalam penelitian ini menggunakan teknik purposive sampling dan diperoleh 120 sampel data observasi. Penelitian ini merupakan penelitian kausal dan analisis data dilakukan dengan analisis regresi moderasi menggunakan program versi 25. Hasil analisis data menunjukkan bahwa profitabilitas berdampak positif dan signifikan terhadap nilai perusahaan, solvabilitas tidak berdampak terhadap nilai perusahaan, *corporate social responsibility* dapat memoderasi dampak profitabilitas dan solvabilitas terhadap nilai perusahaan.

Kata kunci: Profitabilitas, Solvabilitas, Nilai Perusahaan, *Corporate Social Responsibility*.



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## **ABSTRACT**

*This research aimed to analyze the effect of profitability and solvency on firm value with corporate social responsibility as a moderating variable. The research population is the Consumer Goods Industry Sector Companies Listed on the Indonesia Stock Exchange in 2019-2021. The method of determining the sample in this study used a purposive sampling technique and obtained 120 samples of observation data. This research is causal research and data analysis was done by moderation regression analysis using SPSS version 25 program. The result of data analysis showed that Profitability had positive and significant effect to firm value, firm size had no effect to firm value, corporate social responsibility could moderate the influence of profitability and moderate the influence of solvability towards firm value.*

*Keywords: Profitability, Solvency, Firm Value, Corporate Social Responsibility*



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