

ABSTRAK

Penelitian ini bertujuan menguji pengaruh Keputusan Investasi yang diproksikan dengan *Earning Per Share* (EPS), Kebijakan Deviden diproksikan dengan *Divident Payout Ratio* (DPR), Profitabilitas diproksikan oleh *Return On Assets* (ROA), *Leverage* yang diproksikan oleh *Debt to Asset Ratio* (DAR), dan *Corporate Social Responsibility* diproksikan oleh *Corporate Social Responsibility Indect* (CSRI) terhadap Nilai Perusahaan diproksikan Tobin's Q, pada perusahaan *property* yang terdaftar di Bursa Efek Indonesia periode 2012-2016.

Sampel dalam penelitian ini terdiri dari 10 perusahaan *property* yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2012-2016, berdasarkan kriteria penelitian dengan menggunakan metode *purposive sampling*. *Purposive sampling* adalah teknik sampling *non random sampling* dimana peneliti menentukan pengambilan sampel dengan menetapkan ciri-ciri khusus yang sesuai tujuan penelitian sehingga dapat menjawab permasalahan penelitian. Penelitian ini menggunakan analisis data regresi linier berganda .

Untuk menguji hipotesis pada penelitian ini menggunakan uji t-statistik. Tujuannya untuk mengetahui apakah satu variabel independen secara individual mempengaruhi variabel dependen. Hasil penelitian menunjukkan bahwa (1) keputusan investasi berpengaruh terhadap nilai perusahaan, (2) kebijakan deviden berpengaruh terhadap nilai perusahaan, (3) profitabilitas berpengaruh terhadap nilai perusahaan, (4) *leverage* berpengaruh terhadap nilai perusahaan, (5) *corporate social responsibility* memiliki pengaruh terhadap nilai perusahaan.

Kata kunci : Kebijakan Investasi, Kebijakan Deviden, Profitabilitas, *Leverage*, *Corporate Social Responsibility*

ABSTRACT

This research aimed to examine the effect of investment decision which refers to Earning Per Share (EPS), dividend policy which refers to Dividend Payout Ratio (DPR), Profitability which refers to Return On Assets (ROA), Leverage which refers to Debt to Assets Ratio (DAR), and Corporate Social Responsibility which refers to Corporate Social Responsibility Index (CSRI) on company value which refers to Tobin's Q at property companies listed in Indonesia Stock Exchange 2012-2016.

The data was collected with purposive sampling. So the samples were ten property companies listed in Indonesia Stock Exchange in 2012-2016. The purposive sampling is non-random sampling technique which has certain characteristics. While the data analysis technique used multiple regression linear.

The t-statistical testing used to examine research hypothesis and to find out whether independent variables that individually had an effect on dependent variable. In addition, the research result showed that (1) the investment decision had affected on company value; (2) the dividend policy had affected on company value; (3) the profitability had affected on company value, (4) the leverage had affected on company value, and (5) the corporate social responsibility had affected on company value.

Keywords : Investment policy, Dividend policy, Profitability, Leverage, Corporate Social Responsibility