

ABSTRAK

Tujuan penelitian ini untuk menguji pengaruh pengungkapan *corporate social responsibility* dalam memoderasi kinerja keuangan dengan indikator *return on asset* dan *return on equity* terhadap nilai perusahaan dengan indikator *Price per Book Value*.

Pendekatan penelitian yang dilakukan adalah kuantitatif dengan populasi menggunakan metode *purposive sampling* pada perusahaan *consumer goods* yang terdaftar di Bursa Efek Indonesia selama periode 2015-2017 dengan sampel sebanyak 24 perusahaan.

Hasil analisis uji F menunjukkan bahwa *return on asset* dan *return on equity* berpengaruh positif terhadap nilai perusahaan. Dengan demikian memicu munculnya kepercayaan dari investor sehingga direspon positif melalui peningkatan harga saham perusahaan yang dapat meningkatkan nilai perusahaan. Sedangkan variabel *corporate social responsibility* mampu memoderasi pengaruh *return on asset* dan *return on equity* terhadap nilai perusahaan, artinya dengan pengungkapan *corporate social responsibility* merupakan suatu pertimbangan yang perlu diperhatikan oleh investor sebelum memutuskan untuk berinvestasi, karena didalam pengungkapan *corporate social responsibility* terdapat informasi sosial yang telah dilakukan perusahaan.

Kata kunci: *return on asset*, *return on equity*, *corporate social responsibility* dan nilai perusahaan

ABSTRACT

This research aimed to examine the effect of Corporate Social Responsibility in modernizing financial performance with Return on Asset and Return on Equity, on company value with Price per Book Value.

The research was quantitative with the purposive sampling method at 24 consumer goods companies which stated in Indonesia Stock Exchange 2015-2017.

The result of F testing showed Return on Asset and Return on Equity had positive effect on company value. It means, there were trust from investors, so that company stock price and also company value had increased. Moreover, Corporate Social Responsibility had modernized the effect of Return on Asset and Return on Equity, on company value. In other words, Corporate Social Responsibility (CSR) was consideration which used by the investor before investing, since in CSR there were social information which had been done by the company.

Keywords: Return on Asset, Return on Equity, Corporate Social Responsibility and Company Value

