

ABSTRAK

Tujuan penelitian ini guna mengetahui serta menganalisis pengaruh *return on asset*, *return on equity* dan *corporate social responsibility* terhadap nilai perusahaan. Populasi penelitian adalah perusahaan perusahaan *food and beverages* yang terdaftar di Bursa Efek Indonesia periode 2014-2018. Teknik pengambilan sampel dalam penelitian menggunakan *purposive sampling*, dengan sampel penelitian yang di dapat berjumlah dua belas perusahaan. Adapun teknik analisis menggunakan regresi linier berganda .

Hasil pengujian menunjukkan *return on asset*, *return on equity* maupun *corporate social responsibility* layak untuk dijadikan prediktor terhadap naik turunnya nilai perusahaan dengan tingkat koefisien determinasi sebesar 91,4% menunjukkan besarnya kontribusi yang diberikan ketiga variabel tersebut terhadap naik turunnya nilai perusahaan adalah besar. Hasil pengujian secara parsial memperlihatkan *return on asset* dan *return on equity* masing-masing berpengaruh positif signifikan terhadap nilai perusahaan. Sedangkan *corporate social responsibility* tidak menunjukkan pengaruh signifikan terhadap nilai perusahaan .

Kata Kunci : Kinerja Keuangan, *Corporate Social Responsibility* dan nilai perusahaan

ABSTRACT

This research aimed to find out the effect of Earning Per Share, Price Earning Ratio and Price Book Value on initial return of companies who had IPO or initial offer at Indonesia Stock Exchange.

The populatation was companies who had IPO or initial offer at Indonesia Stock Exchange (IDX) in 2018. While, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 55 companies as sample. Moreover, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solutions)

According to the testing result, it showed Earning Per Share, Price Earning Ratio and Price Book Value were properly used us predictor on fluctuation initial return. Meanwhile, partially, Earning Per Share had negative and significant effect on initial return. On the other hand, Price Earning Ratio had positive but insignificant effect on initial return. Likewise, Price Book Value had positive and insignificant effect on initial return.

Keyword : *Earning Per Share, Price Earning Ratio, Price Book Value, Initial Return*

