

INTISARI

Tujuan penelitian ini adalah untuk menguji pengaruh *corporate social responsibility* terhadap nilai perusahaan manufaktur yang bergerak di bidang *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) dan juga menguji pengaruh *corporate social responsibility* terhadap nilai perusahaan pada saat profitabilitas perusahaan meningkat.

Penelitian ini menggunakan pendekatan kuantitatif yang merupakan pengujian teori melalui pengukuran variabel penelitian dengan angka dan melakukan analisis data dengan prosedur statistik. Populasi dalam penelitian ini adalah perusahaan manufaktur yang bergerak di bidang *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2012-2015. Pemilihan sampel dilakukan dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel yang didasarkan pada suatu kriteria tertentu. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil pengujian menunjukkan bahwa ada pengaruh positif dan signifikan *corporate social responsibility* terhadap nilai perusahaan manufaktur yang bergerak di bidang *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2012-2015. Hasil penelitian juga menunjukkan bahwa ada pengaruh *corporate social responsibility* terhadap nilai perusahaan dengan dimoderasi profitabilitas. *Corporate social responsibility* dapat digunakan dalam menentukan nilai perusahaan manufaktur yang bergerak di bidang *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2012-2015. Untuk itu perlu penggunaan objek penelitian lain selain perusahaan manufaktur yang bergerak di bidang *food and beverage* untuk melihat CSR pada jenis industri lainnya dan menambahkan variabel moderasi lain selain profitabilitas sehingga dapat lebih mengetahui apa saja faktor yang dapat memoderasi pengaruh antara CSR dengan nilai perusahaan.

Kata Kunci: *Corporate social Responsibility*, Profitabilitas, Nilai Perusahaan

ABSTRACT

This research is aimed to test the influence of corporate social responsibility to the firm value of manufacturing companies which are engaged in the field of food and beverages and listed in Indonesia Stock Exchange (IDX) and to test the influence of corporate social responsibility to the firm value when the profitability increases.

This research uses quantitative approach which is a theoretical test through the measurement of research variable with figures and by conducting data analysis through statistics procedures. The population in this research is all manufacturing companies which are engaged in the field of food and beverages and listed in Indonesia stock exchange (IDX) in 2012-2015 periods. The sample selection has been done by using purposive sampling method in which the selection of samples is based on particular criteria. The analysis technique has been carried out by using multiple linear regressions analysis.

The result of the examination shows that corporate social responsibility gives significant and positive influence to the firm value of manufacturing companies which are engaged in the field of food and beverages and listed in Indonesia stock exchange (IDX) in 2012-2015 periods. The result of the research shows that corporate social responsibility gives influence to the firm value which has been moderated by profitability. Corporate social responsibility is feasible to be used in determining the firm value of manufacturing companies which are engaged in the field of food and beverages and listed in Indonesia stock exchange (IDX) in 2012-2015 periods. Therefore, the use of other research objects of manufacturing companies which are engaged in the field of food and beverages is required in order to analyze the CSR of other type of industries and by adding other moderating variables in addition to profitability so that any factors which can moderate the influence between CSR and firm value can be known.

Keywords: Corporate social responsibility, profitability, firm value.