

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Corporate Social Responsibility* (CSR), profitabilitas, *leverage* dan ukuran perusahaan terhadap nilai perusahaan. *Corporate Social Responsibility* (CSR) diukur dengan CSRDI (*CSR Disclosure Index*), profitabilitas diukur dengan *Return On Assets*, *leverage* diukur dengan *Debt to Total Assets*, dan ukuran perusahaan diukur dengan total aset perusahaan .

Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah perusahaan perbankan yang terdaftar di Bursa Efek Indonesia selama tahun 2015-2018. Sampel dalam penelitian menggunakan metode *purposive sampling* dengan jumlah sebanyak 128 observasi laporan keuangan dari 32 perusahaan, metode analisis dari penelitian ini menggunakan teknik analisis regresi berganda dengan program *Statistical Product and Service Solutions* (SPSS) versi 20.

Hasil penelitian ini menunjukkan bahwa *Corporate Social Responsibility* (CSR), *leverage* dan ukuran perusahaan berpengaruh negatif terhadap nilai perusahaan. Sedangkan profitabilitas berpengaruh positif terhadap nilai perusahaan.

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

ABSTRACT

This research aimed to examine the effect of Corporate Social Responsibility (CSR), profitability, leverage and firm size on firm value. While, Corporate Social Responsibility was measured by CSRDI (CSR Disclosure Index), profitability was measured by Return On Asset, leverage was measured by Debt to Total Asset, and firm size was measured by companies' total asset.

The research was quantitative. Moreover, the population was banking companies which were listed on Indonesia Stock Exchange during 2015-2018. Furthermore, the data collection technique used purposive sampling with 128 financial statement observation from 32 banking companies. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 20.

The research result concluded Corporate Social Responsibility had negative effect on firm value. Likewise, leverage had negative effect on firm value. Similarly, firm size had negative effect on firm value. On the other hand, profitability had positive effect on firm value of banking companies.

Keywords: Corporate Social Responsibility (CSR), Profitability, Leverage , Firm size, Firm value.