

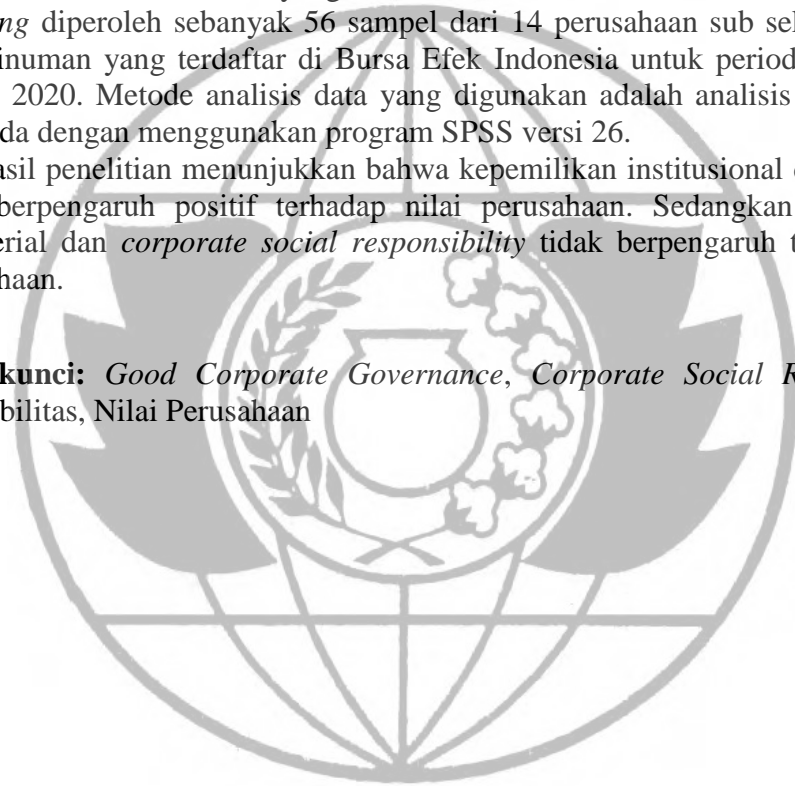
ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *good corporate governance*, *corporate social responsibility* dan profitabilitas terhadap nilai perusahaan. *Good corporate governance* diukur menggunakan kepemilikan manajerial dan kepemilikan institusional, *corporate social responsibility* diukur menggunakan indeks CSR, profitabilitas diukur menggunakan *return on asset*, sedangkan nilai perusahaan diukur menggunakan rasio Tobin's Q.

Jenis penelitian ini adalah penelitian kuantitatif. Metode *purposive sampling* digunakan dalam penelitian ini guna memperoleh sampel penelitian. Sampel dipilih berdasarkan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* diperoleh sebanyak 56 sampel dari 14 perusahaan sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia untuk periode tahun 2017 hingga 2020. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa kepemilikan institusional dan *return on asset* berpengaruh positif terhadap nilai perusahaan. Sedangkan kepemilikan manajerial dan *corporate social responsibility* tidak berpengaruh terhadap nilai perusahaan.

Kata kunci: *Good Corporate Governance*, *Corporate Social Responsibility*, Profitabilitas, Nilai Perusahaan



ABSTRACT

This research aimed to examine the effect of good corporate governance, corporate social responsibility and profitability on the firm value. Good corporate governance was measured by managerial ownership and institutional ownership, corporate social responsibility was measured by CSR index, profitability was measured by return on asset, meanwhile, the firm value was measured by Tobin's Q ratio.

This research was the quantitative method. Meanwhile, the research sample collection used the purposive sampling method. The sample was selected based on determined criteria. The purposive sampling of this research obtained 56 samples from 14 companies in the food and beverages sub-sector listed on the Indonesia Stock Exchange from 2017 until 2020. Moreover, the research data analysis used multiple linear regressions analysis with SPSS program 26 version.

The research result indicated that institutional ownership and return on assets had a positive effect on the firm value. Meanwhile, managerial ownership and corporate social responsibility did not affect the firm value.

Keywords: *Good Corporate Governance, Corporate Social Responsibility, Profitability, Firm Value*



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