

## ABSTRAK

Tujuan penelitian ini untuk mengetahui profitabilitas, *corporate social responsibility*, dan kinerja keuangan terhadap nilai perusahaan dimoderasi oleh ukuran perusahaan yang dilakukan pada perusahaan subsektor industri dasar dan kimia yang terdaftar di Bursa Efek Indonesia periode 2018-2021. Dalam penelitian ini profitabilitas *proxy* ROA, *corporate social responsibility* CSRIj, kinerja keuangan ROE, ukuran perusahaan (*Size*) dan nilai perusahaan menggunakan model *Price Book Value (PBV)*.

Jenis penelitian ini merupakan penelitian kuantitatif dengan data sekunder. Teknik pengumpulan data dari laporan tahunan perusahaan manufaktur industri dasar dan kimia periode 2018-2021 yang terdaftar di Bursa Efek Indonesia (BEI). Populasi penelitian ini ada 93 perusahaan dengan teknik metode *purposive sampling*. Sampel yang terpilih dengan jumlah 31 perusahaan manufaktur subsektor industri dasar dan kimia di Bursa Efek Indonesia (BEI) dengan periode 2018-2021 sehingga menghasilkan 124 sampel yang dilakukan dalam penelitian ini. Model analisis yang digunakan pada penelitian yaitu analisis regresi linier berganda dengan bantuan alat *Statistical Package For The School Sciences (SPSS)* versi 26.

Hasil penelitian ini yaitu a) Profitabilitas berpengaruh signifikan terhadap Nilai Perusahaan. b) *Corporate Social Responsibility* berpengaruh signifikan terhadap Nilai Perusahaan. c) Kinerja Keuangan berpengaruh signifikan terhadap Nilai Perusahaan. d) Ukuran Perusahaan tidak berpengaruh signifikan terhadap Nilai Perusahaan. e) Ukuran Perusahaan memoderasi pengaruh Profitabilitas berpengaruh signifikan terhadap Nilai Perusahaan. f) Ukuran Perusahaan memoderasi pengaruh *Corporate Social Responsibility* berpengaruh signifikan terhadap Nilai Perusahaan. g) Ukuran Perusahaan memoderasi pengaruh Kinerja Keuangan tidak berpengaruh signifikan terhadap Nilai Perusahaan.

**Kata Kunci :** Profitabilitas, *Corporate, Social, Responsibility*, Kinerja Keuangan, Nilai, Perusahaan dan Ukuran, Perusahaan.

## ABSTRACT

*This research aimed to determine profitability, Corporate Social Responsibility, and financial performance on firm value, moderated by the firm size of Basic Industries and Chemistry listed on the Indonesia Stock Exchange during 2018-2021. The profitability was referred to as ROA, Corporate Social Responsibility was referred to as CSRIJ, financial performance ROE, firm size (Size), and firm value using Price to Book Value (PBV).*

*The research was quantitative with secondary data. Moreover, the data were companies' annual financial statements. The data collection technique used purposive sampling. Furthermore, the population was 93 Basic Industries and Chemistry manufacturing companies listed on the Indonesia Stock Exchange (IDX) during 2018-2021. In line with that, there were 31 samples. In total, the data samples became 124.*

*The result showed that a) Profitability had a significant effect on firm value,*

*b) Corporate Social Responsibility had a significant effect on firm value, c) Financial Performance had a significant effect on firm value, d) firm size had an insignificant effect on firm value, e) firm size moderated profitability which had a significant effect on firm value, f) firm size moderated Corporate Social Responsibility which had a significant effect on firm value, and g) firm size moderated financial performance which had an insignificant effect on firm value.*

**Keywords:** *Profitability, Corporate Social Responsibility, Financial Performance, Firm Value, Firm Size*



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13/7/23

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