

## ABSTRAK

Penelitian ini bertujuan untuk menguji analisis pengaruh *Corporate Social Responsibility* (CSR) dan *Good Corporate Governance* (GCG) terhadap nilai perusahaan dalam study khusus perusahaan *food and beverage* yang ada di Bursa Efek Indonesia. *Good Corporate Governance* (GCG) yang diukur dengan kepemilikan institusional, kepemilikan manajerial dan *Corporate Social Responsibility* (CSR). Sedangkan nilai perusahaan diukur menggunakan *Price to Book Value* (PBV).

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut didapatkan sebanyak 92 sampel dari 22 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia selama periode tahun 2016-2020. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa kepemilikan institusional dan *Corporate Social Responsibility* (CSR) berpengaruh negative terhadap *Price to Book Value* (PBV), sedangkan kepemilikan manajerial berpengaruh positif dengan *Price to Book Value* (PBV).

Kata kunci: CSR, GCG, PBV, kepemilikan manajerial, kepemilikan institusional

## ABSTRACT

*This research aimed to examine the effect analysis of Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) on the firm value in the case study of Food and Beverage companies listed on the Indonesia Stock Exchange. Good Corporate Governance (GCG) was measured by institutional ownership, managerial ownership, and Corporate Social Responsibility (CSR). Meanwhile, the firm value was measured by Price to Book Value (PBV). This search was quantitative. Furthermore, the search sample was obtained from purposive sampling i.e., a sample selection with determining criteria. Based on the purposive sampling it obtained 92 samples from 22 Food and Beverage companies listed on the Indonesia Stock Exchange during the period of 2016-2020. Moreover, the search analysis method used multiple linear regression with SPSS program 26 version. The research result indicated that the institutional ownership and Corporate Social Responsibility (CSR) had a negative effect on the Price to Book Value (PBV), meanwhile the managerial ownership had a positive effect on the Price to Book Value (PBV).*

**Keywords:** *CSR, GCG, PBV, Managerial Ownership, Institutional Ownership*

