

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *corporate social responsibility*, *good corporate governance* dan profitabilitas terhadap nilai perusahaan yang terdaftar di Bursa Efek Indonesia 2017 – 2019. *Corporate Social Responsibility* dalam penelitian ini diukur dengan menggunakan CSRI sedangkan *Good Corporate Governance* diukur dengan Kepemilikan Manajerial. Profitabilitas dalam penelitian ini diukur dengan ROA sedangkan Nilai Perusahaan diukur dengan Tobin's Q. Penelitian ini bersifat kuantitatif dengan cara pengumpulan data menggunakan *purposive sampling*. Jenis data dalam penelitian ini adalah data sekunder dengan jumlah sampel 99 selama tahun 2017 – 2019. Teknik analisis data yang digunakan dalam penelitian ini adalah statistik deskriptif, uji asumsi klasik, regresi linier berganda dan uji hipotesis. Hasil penelitian membuktikan bahwa *corporate social responsibility* tidak berpengaruh terhadap nilai perusahaan, *good corporate governance* berpengaruh signifikan terhadap nilai perusahaan sedangkan profitabilitas berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci : *Corporate Social Responsibility*, *Good Corporate Governance*, Profitabilitas dan Nilai Perusahaan.



ABSTRACT

This study aims to determine the effect of corporate social responsibility, good corporate governance and profitability on the value of companies listed on the Indonesia Stock Exchange 2017 – 2019. Corporate Social Responsibility in this study is measured using CSRI while Good Corporate Governance is measured by Managerial Ownership. Profitability in this study is measured by ROA while firm value is measured by Tobin's Q. This research is quantitative by collecting data using purposive sampling. The type of data in this study is secondary data with a total sample of 99 during 2017 – 2019. The data analysis techniques used in this study are descriptive statistics, classical assumption test, multiple linear regression and hypothesis testing. The results of the study prove that corporate social responsibility has no effect on firm value, good corporate governance has a significant effect on firm value, while profitability has a significant effect on firm value.

Keywords: Corporate Social Responsibility, Good Corporate Governance, Profitability and Company Value.

