

**PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP
NILAI PERUSAHAAN DENGAN GOOD CORPORATE GOVERNANCE
SEBAGAI VARIABEL MODERASI
(Studi Empiris Perusahaan Perbankan BUMN *Go Public* yang Terdaftar
di BEI Periode Tahun 2011-2018)**

ABSTRAK

**Oleh :
Elsa Puspitasari**

**Dosen Pembimbing :
Dr. Dwi Ermayanti, SE., MM**

Pengungkapan CSR oleh perusahaan dijadikan bahan pertimbangan investor atau calon investor yang akan melakukan penanaman modal pada perusahaan. Perusahaan dituntut turut melaksanakan CSR. Adanya program-program ini dapat menambah biaya operasional perusahaan, yang bisa mengakibatkan berkurangnya keuntungan perusahaan. Penelitian ini bertujuan adalah untuk mengetahui apakah *Corporate Social Responsibility* berpengaruh terhadap nilai perusahaan pada perusahaan perbankan BUMN *go public* yang terdaftar di BEI dan mengetahui apakah *Good Corporate Governance* dapat memperkuat atau memperlemah pengaruh *Corporate Social Responsibility* terhadap nilai perusahaan pada perusahaan perbankan BUMN *go public* yang terdaftar di BEI.

Penelitian ini termasuk penelitian deskriptif kuantitatif. Populasi dan sampel penelitian ini ialah data laporan tahunan dan laporan keuangan pada perusahaan perbankan BUMN *go public* yang tercatat di Bursa Efek Indonesia periode 2011-2018. Analisa menggunakan analisis jalur (*path analysis*) yang dibantu dengan *software* WarpPLS. *Partial Least Square* (PLS)

Hasil penelitian menunjukkan bahwa Pengungkapan *Corporate Social Responsibility* berpengaruh positif dan signifikan terhadap Nilai Perusahaan pada perusahaan perbankan BUMN *go public* yang terdaftar di BEI dan Praktik *Good Corporate Governance* dapat memperlemah pengaruh pengungkapan *Corporate Social Responsibility* terhadap nilai perusahaan pada perusahaan perbankan BUMN *go public* yang terdaftar di BEI.

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

**EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON COMPANY
VALUE WITH GOOD CORPORATE GOVERNANCE AS MODERATION
VARIABLES**

***(Empirical Study of Registered State-Owned BUMN Companies on the IDX for
the period 2011-2018)***

ABSTRACT

**By :
Elsa Puspitasari**

**Consellor :
Dr. Dwi Ermayanti, SE., MM**

Disclosure of CSR by companies is taken into consideration by investors or prospective investors who will invest in the company. Companies are required to participate in implementing CSR. The existence of these programs can add to the company's operational costs, which can result in reduced company profits. This study aims to determine whether Corporate Social Responsibility has an effect on the value of companies in publicly-listed state-owned banking companies listed on the IDX in and knowing whether Good Corporate Governance can strengthen or weaken the effect of Corporate Social Responsibility on the value of the company in publicly-owned BUMN banking companies listed on the IDX.

This research includes quantitative descriptive research. The population and sample of this study are annual report data and financial reports on publicly-listed state-owned banking companies listed on the Indonesia Stock Exchange for the period 2011-2018. The analysis uses path analysis (path analysis) which is assisted by WarpPLS software. Partial Least Square (PLS)

The results showed that Corporate Social Responsibility Disclosures had a positive and significant effect on Corporate Values on publicly-listed state-owned banking companies listed on the IDX and Good Corporate Governance Practices can weaken the effect of Corporate Social Responsibility disclosure on corporate value in state-owned banking companies going public listed on the IDX

**Keyword : Corporate Social Responsibility, Company Value and Good
Corporate Governance**