

The Influence of Corporate Social Responsibility and Profitability on Firm Value

By Maria Viola Syaloomita

Abstract

This research uses quantitative research where it aims to see if there are any effects of corporate social responsibility and profitability on firm value. The population used in this study are mining companies that are listed on Indonesia Stock Exchange from 2017 to 2021, and the amount of samples obtained are 60 samples by using the purposive sampling method to decide the sample. The analysis method in this study is multiple linear regression analysis ran by STATA version 14, where the results of tested hypotheses are stated that return on asset has a significant and positive effect on firm value, while corporate social responsibility and net profit margin do not have any significant effect on firm value.

Keywords : Firm value, corporate social responsibility, profitability, net profit margin, return on asset

Pengaruh *Corporate Social Responsibility* dan Profitabilitas terhadap Nilai Perusahaan

Oleh Maria Viola Syaloomita

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang dilaksanakan untuk melihat pengaruh dari *corporate social responsibility* dan profitabilitas pada nilai perusahaan. Populasi yang dipakai dalam studi adalah perusahaan sektor pertambangan yang terdaftar di Bursa Efek Indonesia dari tahun 2017 sampai 2021 dan jumlah sampel yang didapat sebanyak 60 sampel dengan metode *purposive sampling*. Uji hipotesis yang digunakan ialah analisis regresi linear berganda dengan aplikasi STATA versi 14, dimana hasil dari hipotesis dinyatakan *return on asset* memiliki pengaruh signifikan positif terhadap nilai perusahaan, sementara *corporate social responsibility* dan *net profit margin* tidak memiliki pengaruh signifikan terhadap nilai perusahaan.

Kata kunci : Nilai perusahaan, *corporate social responsibility*, profitabilitas, ROA, NPM