

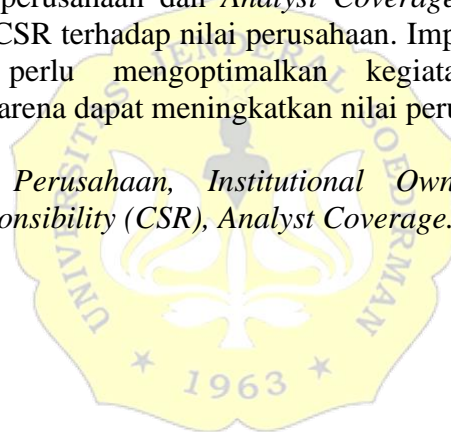
RINGKASAN

Penelitian ini berjudul “Pengaruh *Institutional Ownership* Dan *Corporate Social Responsibility* terhadap Nilai Perusahaan dengan *Analyst Coverage* sebagai Variabel Moderasi”. Penelitian ini merupakan penelitian asosiatif kausal dengan tujuan untuk menganalisis pengaruh *Institutional Ownership* dan pengungkapan *Corporate Social Responsibility* (CSR) terhadap nilai Perusahaan serta peran *Analyst Coverage* dalam meningkatkan pengaruh positif pengungkapan CSR terhadap nilai perusahaan.

Populasi dalam penelitian ini adalah perusahaan manufaktur periode 2018 sampai 2021. Teknik pengambilan sampel yang digunakan adalah metode *purposive sampling* dan diperoleh sebanyak 40 sampel. Oleh karena itu, jumlah pengamatan dalam penelitian ini adalah 160 pengamatan.

Hasil analisis regresi data panel menunjukkan bahwa *Institutional Ownership* tidak berpengaruh terhadap nilai perusahaan, Pengungkapan CSR berpengaruh positif terhadap nilai perusahaan dan *Analyst Coverage* memoderasi pengaruh positif pengungkapan CSR terhadap nilai perusahaan. Implikasi dari penelitian ini adalah perusahaan perlu mengoptimalkan kegiatan *Corporate Social Responsibility* (CSR) karena dapat meningkatkan nilai perusahaan.

Kata Kunci: Nilai Perusahaan, Institutional Ownership, pengungkapan Corporate Social Responsibility (CSR), Analyst Coverage.



SUMMARY

This study is entitled "The Influence of Institutional Ownership and Corporate Social Responsibility on Firm Value with Analyst Coverage as a Moderating Variable" This research is a causal associative study to analyze the effect of Institutional Ownership and Corporate Social Responsibility (CSR) disclosure on firm value and the role of Analyst Coverage in increasing the positive effect of CSR disclosure on firm value.

The population in this study were manufacturing companies from 2018 to 2021. The purposive sampling method was used to take firms as the sample from the population and obtain 40 samples. Therefore, the number of observations in this study is 156 observations.

The results of the panel data regression analysis show that Institutional Ownership has a positive effect on firm value, CSR disclosure has no effect on firm value, and Analyst Coverage moderates the positive effect of CSR disclosure on firm value. The implication of this research is that companies need to optimize Corporate Social Responsibility (CSR) activities because it can increase firm value.

Keywords: Corporate Value, Institutional Ownership, Corporate Social Responsibility (CSR) disclosure, Analyst Coverage.

