

Ringkasan

Penelitian ini merupakan penelitian kausal-komparatif yang dilakukan pada Perusahaan Jasa Sektor *Property & Real estate* yang terdaftar di Bursa Efek Indonesia. Penelitian ini mengambil judul : “Pengaruh Pengungkapan *Corporate Social Responsibility (CSR)* dan *Good Corporate Governance (GCG)* terhadap Nilai Perusahaan dengan Profitabilitas sebagai variabel pemoderasi (Studi Kasus Pada Perusahaan Properti dan *Real Estate* yang terdaftar di Bursa Efek Indonesia Periode 2014-2017)”.

Populasi dalam penelitian ini adalah Perusahaan Jasa Sektor *Property & Real estate* yang terdaftar di Bursa Efek Indonesia pada periode tahun 2014—2017. *Purposive sampling method* digunakan untuk menentukan sampel yang akan digunakan pada penelitian ini. Setelah *Purposive sampling* terdapat 30 perusahaan dari total 55 Perusahaan Jasa Sektor *Property & Real estate* yang terdaftar di Bursa Efek Indonesia, yang memenuhi kriteria untuk dijadikan sampel. Berdasarkan hasil penelitian dan analisis data dengan menggunakan regresi berganda (dibantu alat analisis *software SPSS 16 for Win*) menunjukkan bahwa : (1) *Corporate Social Responsibility (CSR)* tidak berpengaruh terhadap Nilai Perusahaan (2) *Good Corporate Governance (GCG)* berpengaruh terhadap Nilai Perusahaan (3) Profitabilitas tidak dapat memperkuat pengaruh *Corporate Social Responsibility (CSR)* terhadap nilai perusahaan (4) Profitabilitas dapat memperkuat pengaruh *Good Corporate Governance (GCG)* terhadap nilai perusahaan.

Implikasi dari kesimpulan di atas yaitu menjadi pertimbangan para manajer dalam mengelola perusahaan khususnya dalam penerapan tata kelola perusahaan atau biasa dikenal dengan sebutan *Good Corporate Governance (GCG)* serta tanggung jawab sosial atau *Corporate Social Responsibility (CSR)*.

Kata Kunci : *Corporate Social Responsibility (CSR)*, pengaruh *Good Corporate Governance (GCG)*, Nilai Perusahaan, *Return On Assets (ROA)*

ABSTRACT

This research is a causal-comparative research conducted on Property & Real Estate Sector Services Companies listed on the Indonesia Stock Exchange. This study takes the title: "Effects of Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) Disclosures on Corporate Values with Profitability as moderating variables (Case Study of Property and Real Estate Companies listed on the Indonesia Stock Exchange for the 2014-2017 Period)" .

The population in this study is the Property & Real Estate Sector Services Company listed on the Indonesia Stock Exchange in the period 2014-2017. Purposive sampling method is used to determine the sample that will be used in this study. After a Purposive sampling there are 30 companies out of a total of 55 Property & Real Estate Sector Service Companies listed on the Indonesia Stock Exchange, which meet the criteria for sampling. Based on the results of research and data analysis using multiple regression (assisted by SPSS 16 for Windows software analysis tool) shows that: (1) Corporate Social Responsibility (CSR) does not affect Company Values (2) Good Corporate Governance (GCG) has an effect on Firm Value (3) Profitability cannot strengthen the effect of Corporate Social Responsibility (CSR) on company value (4) Profitability can strengthen the influence of Good Corporate Governance (GCG) on firm value.

The implications of the conclusions above are the consideration of managers in managing the company, especially in the implementation of corporate governance or commonly known as Good Corporate Governance (GCG) and social responsibility or Corporate Social Responsibility (CSR).

Keywords: Corporate Social Responsibility (CSR), influence of Good Corporate Governance (GCG), Corporate Value, Return On Assets (ROA)