

ABSTRACT

THE INFLUENCE OF FINANCIAL PERFORMANCE AND THE DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY ON THE PERCEIVED VALUE OF A FIRM (Study of Food and Beverage Company that a Listing on the Indonesia Stock Exchange)

By

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The problems discussed in the writing is whether the performance of financial impact on the company food and beverage that a listing on Indonesia Stock Exchange? and whether the disclosure of corporate social responsibility impact on the company food and beverage that a listing on Indonesia stock exchange?

The purpose of writing is to know how great the influence of financial performance against the company food and beverage that a listing on Indonesia stock exchange and how much the influence of the disclosure of corporate social responsibility on the company food and beverage that a listing on Indonesia stock exchange.

The research is explanation that is explaining the relationship or causal influence between variables through testing the hypothesis. An instrument of the analysis used in this study of classic test assumptions and linear regression double.

Based on the results of research and discussion of drawing conclusions can be drawn that on partial variable current ratio (CR) have a negative influence on variables value of enterprise the food and beverage that listing on the Indonesia Stock Exchange, Return on Assets (ROA) influential on variables positive value of enterprise the food and beverage that listing on the Indonesia Stock Exchange, and Corporate Social Responsibility (CSR) influential on variables positive value of enterprise the food and beverage that listing on the Indonesia Stock Exchange. Simultaneously there is influence Current Ratio (CR), Return on Assets (ROA), and Corporate Social Responsibility (CSR) company against the value of the food and beverage that listing on the Indonesia Stock Exchange.

Password: Financial Performance, Corporate Social Responsibility, Value of Enterprise