

ABSTRACT

THE IMPACT OF OWNERSHIP MANAGERIAL TOWARD STOCK RETURN WITH CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE AS MODERATING VARIABLE

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This research aimed to analyze the influence of ownership managerial toward stock return with corporate social responsibility disclosure as moderating variable. This research used multiple regression method with interaction model. Company that has the most active stock by trading value at 2006 – 2008 are used as samples in this research. The sampling method was purposive judgment sampling so that the total samples are 27 samples from 81 observations.

The result showed that ownership managerial variable has no significant influence toward stock return, as individual CSR disclosure has influence toward stock return, as individual pengungkapan CSR secara individu mampu mempengaruhi return and managerial ownership that followed by CSR disclosure has significant influence toward stock return.

Key words : managerial ownership, stock return, corporate social responsibility disclosure.