

ABSTRACT

IMPACT *LEVERAGE LEVEL, FIRM SIZE, PROFITABILITAS, DAN DEVIDEN OF CORPORATE SOCIAL RESPONSIBILITY (CSR)*
(Study Kasus Pada Perusahaan Manufaktur Sektor Industri Dasar Dan Kimia Yang Terdaftar Di Bursa Efek Indonesia Tahun 2014)

By

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The purpose of this research was to determine the effect of, leverage, firm size, profitability and dividend on corporate social responsibility. The sample in this research consisted of 12 companies manufactur industries listed in Indonesia Stock Exchange (IDX) 2014. The sample was selected using purposive sampling. Data were analyzed using multiple linear regression with panel data approach that uses statistical test equipment Eviews 7.

The results of this research showed that the ability of explanation by the variation of the five independent variables on firm value by 49%, while the remaining 51% are influenced by other factors outside of this research. F test result showed that the leverage, firm size, profitability and dividend simultaneously significant effect on corporate social responsibility. T test results showed that the leverage, profitability and dividend partially significant effect on corporate social responsibility, while firm size partially not significant effect on corporate social responsibility.

Keywords: Corporate Social Responsibility, Leverage, Firm Size, profitability, and Dividend.

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PENGARUH *LEVERAGE LEVEL*, *FIRM SIZE*, PROFITABILITAS, DAN DEVIDEN OF *CORPORATE SOCIAL RESPONSIBILITY (CSR)*

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Penelitian ini bertujuan untuk mengetahui pengaruh, *leverage*, *firm size*, profitabilitas dan deviden terhadap *corporate social responsibility*. Sampel yang digunakan dalam penelitian ini sebanyak 12 perusahaan manufaktur industri dasar dan kimia yang terdaftar pada Bursa Efek Indonesia tahun 2014. Teknik pemilihan sampel menggunakan metode *purposive sampling*. Analisis data dalam penelitian ini menggunakan regresi linier berganda dengan menggunakan alat analisis statistik *Eviews 7*.

Hasil penelitian menunjukkan variasi dari empat variabel independen sebesar 49% terhadap *corporate social responsibility*, sedangkan sebanyak 51% tidak diteliti dalam penelitian ini. Uji T menunjukkan *leverage*, profitabilitas and deviden secara parsial berpengaruh terhadap *corporate social responsibility*, sedangkan *firm size* secara parsial berpengaruh tidak signifikan terhadap *corporate social responsibility*. Uji F menunjukkan variabel *leverage*, *firm size*, profitabilitas dan deviden secara simultan berpengaruh signifikan terhadap *corporate social responsibility*.

Keywords: *Corporate Social Responsibility*, *Leverage*, *Firm Size*, Profitabilitas, and Deviden.