

## ABSTRAK

### PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* DAN PROFITABILITAS TERHADAP NILAI PERUSAHAAN MANUFAKTUR SUB SEKTOR FARMASI YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2011-2016

Oleh  
ELLEN SHELY PRAMITHA

Penelitian ini bertujuan untuk mengetahui kinerja *Corporate Social Responsibility* (CSR), kinerja profitabilitas, kinerja nilai perusahaan dan pengaruh dari *Corporate Social Responsibility* (Biaya CSR) dan profitabilitas (ROA) terhadap nilai perusahaan (Nilai *Tobin's Q*). Populasi dalam penelitian ini adalah perusahaan manufaktur sub sektor farmasi yang telah *go public* di Bursa Efek Indonesia Tahun 2011-2016. Sampel dalam penelitian ini diperoleh sebanyak 8 perusahaan manufaktur sub sektor farmasi yang telah *go public* di Bursa Efek Indonesia dengan menggunakan metode *purposive sampling*. Teknik analisis data menggunakan regresi linier berganda dengan tingkat kepercayaan 95%.

Hasil penelitian ini menunjukkan kemampuan menjelaskan variabel independen biaya *Corporate Social Responsibility* (CSR) dan ROA terhadap nilai perusahaan sebesar 70,1% sedangkan sisanya 29,9% dipengaruhi oleh faktor lain di luar penelitian seperti kebijakan dividen, ukuran perusahaan, aktivitas, likuiditas dan lain-lain. Hasil uji T menunjukkan bahwa secara parsial variabel biaya *Corporate Social Responsibility* (CSR) tidak berpengaruh terhadap nilai perusahaan dan *Return On Asset* (ROA) berpengaruh positif terhadap nilai perusahaan.

**Kata Kunci:** CSR, Profitabilitas dan Nilai Perusahaan.

## **ABSTRACT**

### ***THE IMPACT ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY AND PROFITABILITY ON FIRM VALUE OF PHARMACEUTICAL- SUBSECTOR MANUFACTURING COMPANIES LISTED IN THE INDONESIA STOCK EXCHANGE ON 2011-2016***

**By  
ELLEN SHELY PRAMITHA**

*The purposes of this research are to find out about the performance of the firm value, corporate social responsibility, profitability, and also the impact of corporate social responsibility (Corporate Social Responsibility Cost) and profitability (ROA) to the firm value (the Tobin's Q ratio). The population of this research are the pharmaceutical-subsector manufacturing companies which are listed in Indonesia Stock Exchange from 2011-2016. The sampling method used was purposive sampling and there are 8 companies included based on the criteria. Multiple regression was used as the method of the analysis, with 95% confidence level.*

*The result of this research showed that the ability to explain independent variables of Corporate Social Responsibility cost and Return On Asset (ROA) on firm value was 70,1% while the remaining 29,9% of the firm value was influenced by other factors outside the research, such as: dividend policy, firm size, activity, liquidity, and others. The T test result shows that partially Corporate Social Responsibility cost does not have any influence to the firm value and ROA have positive impact to the firm value.*

***Keywords: Corporate Social Responsibility, Profitability and Firm Value.***