

ABSTRACT

The Influence of CSR Exposure and Company's Ownership toward Company's Value of Manufacturing Companies in BEI

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The main purpose of a company is to increase firm value. firm value can give the prosperity to the shareholders maximally if the share price of the company gets increased. The more increased share price, the higher prosperity will be gotten by shareholders. This research aims to know the influence of corporate social responsibility, CSR_{t-1} and company ownership toward firm value.

The data collection of this research uses purposive sampling method toward the manufacturing companies which are enlisted in Indonesia Stock Exchange in 2011 and 2012. There are 16 companies which fulfill the criteria to be the sample of the research. The analysis methods used in this research are the multiple regression analysis.

This research shows that CSR exposure does not give the influence toward the firm value with the 0.997. significance level. Exposure CSR_{t-1} does not influence the firm value with 0.872. The company's ownership does not influence the firm value with 0.945. significance level. Simultaneously, Corporate Social Responsibility, CSR_{t-1} and company's ownership do not give the influence toward firm value with 0,601. significance level.

Key words: firm value, corporate social responsibility, company's ownership