

ABSTRAK

STUDI PENGARUH *INTELLECTUAL CAPITAL* DAN *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP KINERJA PASAR PADA PERUSAHAAN BANK UMUM KONVENSIONAL DI BURSA EFEK INDONESIA PERIODE 2021 - 2024

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Sektor perbankan merupakan pilar penting perekonomian nasional yang berperan dalam menjaga stabilitas sistem keuangan dan mendukung perkembangan pasar modal. Seiring meningkatnya perhatian pada faktor non-keuangan, Intellectual Capital dan Corporate Social Responsibility menjadi aspek penting dalam penilaian nilai perusahaan. Penelitian ini bertujuan menganalisis pengaruh Intellectual Capital dan Corporate Social Responsibility terhadap kinerja pasar perusahaan bank umum konvensional yang terdaftar di Bursa Efek Indonesia periode 2021–2024. Penelitian ini menggunakan pendekatan kuantitatif dengan data sekunder dari laporan tahunan dan laporan keberlanjutan. Intellectual Capital diukur dengan metode Value Added Intellectual Coefficient, Corporate Social Responsibility dengan indeks Global Reporting Initiative, dan kinerja pasar diproksikan oleh return saham. Analisis dilakukan menggunakan regresi linear berganda dengan pendekatan Ordinary Least Squares. Hasil penelitian menunjukkan bahwa Intellectual Capital dan Corporate Social Responsibility berpengaruh positif dan signifikan terhadap kinerja pasar, yang mengindikasikan bahwa pengelolaan aset tidak berwujud dan tanggung jawab sosial yang efektif mampu meningkatkan persepsi investor dan nilai perusahaan.

Kata kunci: Corporate Social Responsibility; Intellectual Capital; Kinerja Pasar; Return Saham; Perbankan.

ABSTRACT

A STUDY ON THE IMPACT OF INTELLECTUAL CAPITAL AND CORPORATE SOCIAL RESPONSIBILITY ON MARKET PERFORMANCE OF CONVENTIONAL COMMERCIAL BANKS LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE 2021–2024 PERIOD

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The banking sector is a key pillar of the national economy, playing an essential role in maintaining the stability of the financial system and supporting the development of the capital market. As attention to non-financial factors increases, Intellectual Capital and Corporate Social Responsibility have become important aspects in assessing firm value. This study aims to analyze the effect of Intellectual Capital and Corporate Social Responsibility on the market performance of conventional commercial banks listed on the Indonesia Stock Exchange during the 2021–2024 period. The study employs a quantitative approach using secondary data obtained from annual reports and sustainability reports. Intellectual Capital is measured using the Value Added Intellectual Coefficient method, Corporate Social Responsibility is measured using the Global Reporting Initiative disclosure index, and market performance is proxied by stock returns. Data analysis is conducted using multiple linear regression with the Ordinary Least Squares approach. The results show that Intellectual Capital and Corporate Social Responsibility have a positive and significant effect on market performance, indicating that effective management of intangible assets and social responsibility practices can enhance investor perceptions and firm value.

Keywords: *Corporate Social Responsibility; Intellectual Capital; Market Performance; Stock Return; Banking.*