

**PENGARUH PERENCANAAN PAJAK, *CORPORATE SOCIAL RESPONSIBILITY* DAN KEPUTUSAN INVESTASI TERHADAP NILAI PERUSAHAAN : *CORPORATE GOVERNANCE* SEBAGAI VARIABEL MODERASI**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh perencanaan pajak, *corporate social responsibility*, keputusan investasi dengan *corporate governance* sebagai moderasi terhadap nilai perusahaan. Penelitian ini menggunakan metode *purposive sampling* pada perusahaan manufaktur dengan sub sektor industri dasar kimia yang terdaftar di Bursa Efek Indonesia periode tahun 2014-2018. Total sampel sebanyak 34 perusahaan. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan menggunakan *Eviews* versi 8.0.

Hasil penelitian ini menunjukkan bahwa perencanaan pajak berpengaruh negatif terhadap nilai perusahaan, *corporate social responsibility* tidak berpengaruh terhadap nilai perusahaan, keputusan investasi berpengaruh positif terhadap nilai perusahaan, perencanaan pajak dengan moderasi *corporate governance* berpengaruh positif terhadap nilai perusahaan. Sedangkan *corporate social responsibility* dan keputusan investasi dengan moderasi *corporate governance* tidak berpengaruh terhadap nilai perusahaan.

**Kata kunci :** perencanaan pajak, *corporate social responsibility*, keputusan investasi, *corporate governance*, nilai perusahaan.

***THE EFFECT OF TAX PLANNING, CORPORATE SOCIAL  
RESPONSIBILITY AND INVESTMENT DECISIONS ON FIRM VALUE:  
CORPORATE GOVERNANCE AS A MODERATING VARIABLE***

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***ABSTRACT***

*This research aims to examine the effect of tax planning, corporate social responsibility, investment decisions with corporate governance as a moderation to the value of companies. This research uses a purposive sampling method in manufacturing companies with the basic chemical industry sub-sector listed on the Indonesian Stock Exchange for the period 2014-2018. A total sample of 34 companies. The data analysis technique used is multiple linear regression analysis using eviews 8.0.*

*The results of this research indicate that tax planning has a negative effect on firm value, corporate social responsibility has no effect on firm value, investment decisions have a positive effect on firm value. Tax planning with corporate governance moderation has a positive effect on firm value. Meanwhile, corporate social responsibility and investment decisions with corporate governance moderations have no effect on firm value.*

***Keywords:*** *tax planning, corporate social responsibility, investment decisions, corporate governance and firm value*