

***THE INFLUENCE OF REPUTATION, REGULATION, CORPORATE SOCIAL RESPONSIBILITY TO THE DIRECTORS TURNOVER AND THE IMPACT OF MARKET PERFORMANCE***

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***ABSTRACT***

*The influence is to prove empirically the influence of reputation, regulation, corporate social responsibility to the directors turnover and the impact of market performance. The independent variables used in this study are reputation, regulation and corporate social responsibility. The dependent variables used in this study are directors turnover measured by using dummy and market performance measured by using price earning ratio. The research population ob firm's which are listed in Bursa Efek Indonesian since 2014 to 2018. The sampling technique is purposive sampling method which results for 30 firms. The analyze technique has been done by using logistic regressions for hypothesis 1-3 and analyze multiple linear regressions for hypothesis 4.*

*The result of the research revealed that variable reputation, corporate social responsibility had no influences on the directors turnover and direvtors turnover variable had no influence on the market performance. Meanwhile independent reputation variable has positive influence on the directors turnover, meaning that the more regulations the higher the directors turnover.*

***Keywords: Reputation, Regulation, Corporate Social Responsibility, Directors Turnover and Market Performance***

**PENGARUH REPUTASI, REGULASI, *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP PERGANTIAN DEWAN DIREKSI DAN DAMPAKNYA PADA *MARKET PERFORMANCE***

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**ABSTRAK**

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh reputasi, regulasi, *Corporate Social Responsibility* terhadap pergantian dewan direksi dan dampaknya pada *market performance*. Variabel independen yang digunakan dalam penelitian adalah reputasi, regulasi dan *corporate social responsibility*. Variabel dependen yang digunakan dalam penelitian ini adalah pergantian dewan direksi yang diukur dengan menggunakan dummy dan *market performance* yang diukur menggunakan *price earning ratio*. Penelitian dilakukan terhadap perusahaan yang terdaftar di Bursa Efek Indonesia pada tahun 2014 sampai dengan 2018. Pengambilan sampel dilakukan dengan metode *purposive sampling* yang menghasilkan 30 perusahaan. Teknik analisis digunakan adalah analisis regresi logistik untuk hipotesis 1-3 dan analisis regresi linear berganda untuk hipotesis 4.

Hasil penelitian ini menemukan bahwa variable reputasi, *corporate social responsibility* tidak berpengaruh terhadap pergantian dewan direksi dan variable pergantian dewan direksi tidak berpengaruh terhadap *market performance*. Sedangkan variable regulasi berpengaruh positif terhadap pergantian dewan direksi, artinya semakin banyak regulasi semakin tinggi pula pergantian dewan direksi.

**Kata kunci: Reputasi, Regulasi, *Corporate Social Responsibility*, Pergantian Dewan Direksi dan *Market Performance***