

ABSTRAK

Setiap perusahaan harus mampu bersaing dan bertahan dalam kondisi pandemi covid-19 ini maka perusahaan dituntut untuk dapat menerapkan *Corporate Social Responsibility* dengan baik untuk dapat meningkatkan nilai perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh *Corporate Social Responsibility* terhadap nilai perusahaan dengan *Good Corporate Governance* yang diproksikan oleh kepemilikan institusional dan kepemilikan manajerial sebagai variabel moderasi pada perusahaan sektor transportasi yang terdaftar di Bursa Efek Indonesia tahun 2015-2019. pengambilan sampel menggunakan metode *purposive sampling*, sampel yang didapat adalah sebanyak 28 perusahaan sektor transportasi yang terdaftar di Bursa Efek Indonesia. Metode analisis data yang digunakan adalah *Moderated Regression Analysis*. Data di olah dengan menggunakan SPSS 21.0.

Hasil penelitian ini menunjukkan bahwa *Corporate Social Responsibility* berpengaruh positif terhadap nilai perusahaan. Variabel *Corporate Governance* yang diproksikan oleh kepemilikan institusional tidak berpengaruh terhadap nilai perusahaan. Kepemilikan manajerial tidak berpengaruh terhadap nilai perusahaan. Variabel moderasi *Good Corporate Governance* yaitu kepemilikan institusional dan kepemilikan manajerial tidak mampu memoderasi hubungan antara *Corporate Social Responsibility* terhadap nilai perusahaan.

Kata Kunci :Tanggung jawab Sosial Perusahaan,Tata kelola Perusahaan yang Baik, ,
Kepemilikan Institusional, kepemilikan Manajerial, Nilai Perusahaa

**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON FIRM VALUE
WITH GOOD CORPORATE GOVERNANCE AS MODERATING VARIABLE**

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ABSTRACT

Every company must be able to compete and survive in the conditions of the Covid-19 pandemic, so companies are required to be able to properly implement Corporate Social Responsibility in order to increase company value. This study aims to determine the effect of Corporate Social Responsibility on company value with Good Corporate Governance which is proxied by Institutional Ownership and Managerial Ownership as moderating variables in transportation sector companies listed on the Indonesia Stock Exchange 2015-2019. Sampling using purposive sampling method, the sample obtained is as many as 28 transportation sector companies listed on the Indonesian Stock Exchange. The data analysis method used is Moderated Regression Analysis. The data were processed using SPSS 21.0.

The results of this study indicate that Corporate Social Responsibility has a positive effect on firm value. The corporate governance variable which is proxied by institutional ownership has no effect on firm value. Managerial ownership has no effect on firm value. The moderating variables of Good Corporate Governance, namely institutional ownership and managerial ownership, are not able to moderate the relationship between Corporate Social Responsibility and firm value.

Keyword : Corporate Social Responsibility, Good Corporate Governance, Institutional Ownership, Managerial Ownership, and firm value