

ABSTRACT

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, PROFITABILITY AND CAPITAL STRUCTURE FIRM VALUE

*(Survey of Manufacturing Sub-Sector Companies on the Indonesian Stock
Exchange for the 2017-2023 Period)*

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This research aims to determine about: (1) corporate social responsibility, profitability, capital structure, and firm value on manufacturing companies period 2017-2023. (2). The effect corporate social responsibility, profitability, and capital structure either partially on firm value of manufacturing companies period 2017-2023. (3) The effect corporate social responsibility, profitability, and capital structure either simultaneously on firm value of manufacturing companies period 2017-2023. The population in this study is the entire manufacturing companies listed on the Indonesia Stock Exchange. The method used in this study is quantitative with survey approach and analysis method using regression of panel data. Selection of samples using the purposive sampling obtained eleven companies as a sample. The results of this study showed that: (1) Corporate social responsibility, profitability, capital structure and firm value have increased and decreased in manufacturing companies period 2017-2023. (2) Partially, corporate social responsibility, profitability and capital structure have no effect on company value. (3) Simultaneously, corporate social responsibility, profitability and capital structure have a significant effect on company value.

Keywords: Corporate Social Responsibility, Profitability, Capital Structure, Firm Value.

ABSTRAK

PENGARUH *CORPORATE SOCIAL RESPONSIBILITY*, PROFITABILITAS DAN STRUKTUR MODAL TERADAP NILAI PERUSAHAAN

(Survei pada Perusahaan Sub Sektor Manufaktur Bursa Efek Indonesia Periode
2017-2023)

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Penelitian ini bertujuan untuk mengetahui: (1) *corporate social responsibility*, profitabilitas, struktur modal, dan nilai perusahaan pada perusahaan manufaktur periode 2017-2023. (2). Pengaruh *corporate social responsibility*, profitabilitas, dan struktur modal secara parsial terhadap nilai perusahaan pada perusahaan manufaktur periode 2017-2023. (3) Pengaruh *corporate social responsibility*, profitabilitas, dan struktur modal secara simultan terhadap nilai perusahaan pada perusahaan manufaktur periode 2017-2023. Populasi dalam penelitian ini adalah seluruh perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan survei dan metode analisis menggunakan regresi data panel. Pemilihan sampel dengan menggunakan teknik *purposive sampling* dan memperoleh sampel sebanyak sebelas perusahaan. Hasil penelitian ini menunjukkan bahwa: (1) *Corporate social responsibility*, profitabilitas, struktur modal dan nilai perusahaan mengalami kenaikan dan penurunan pada perusahaan manufaktur periode 2017-2023. (2) Secara parsial *corporate social responsibility*, profitabilitas, dan struktur modal tidak berpengaruh terhadap nilai perusahaan. (3) Secara simultan *corporate social responsibility*, profitabilitas, dan struktur modal berpengaruh signifikan terhadap nilai perusahaan.

Kata kunci: *Corporate Social Responsibility*, Profitabilitas, Struktur Modal, Nilai Perusahaan