

ABSTRACT

This study aims to analyze whether the profitability moderate the relationship between CSR and stock prices. Profitability is measured using ROA. CSR is measured by social expenditure by the company and the stock price is measured by the average stock price per year. The sample in this study are listed banking sector in Indonesia Stock Exchange in the period 2009 to 2011 by using purposive sampling. Samples obtained 25 companies by the number of observations by 75 3 banking companies. With a data outlier 6 companies, firms sampled by 69 sample companies.

The data used are annual reports of the respective companies and www.idx.co.id obtained from the official website. Hypothesis testing is done with tools such as the R statistical analysis. The results of this study indicate that profitability is proxied by ROA did not moderate the relationship between Corporate Social Responsibility to the stock price.

Keywords: ROA, CSR, and Stock Price