

ABSTRACT

Evita Aprilia Salim, “Pengaruh *Corporate Social Responsibility* Terhadap Nilai Perusahaan Di LQ45 Dengan Kepemilikan Manajemen Dan Tipe Industri Sebagai Variabel Moderating” (Dibawah Bimbingan Bapak Andry Putranto B., SE., M. Sc., Ak.)

This study aims to look Influence Against Corporate Social Responsibility Corporate Value In LQ45 with Management and Type of Ownership of Industry as Moderating Variable. This study used data obtained from the financial statements (annual report). This study used the study period from 2009 to 2011. This study used descriptive statistics, test assumptions, and classical hypothesis testing with linear regression analysis.

Data analysis was preceded by descriptive statistics, test assumptions, and classical hypothesis testing. Descriptive statistics using the average (mean), maximum, minimum, standard deviation. Classical assumption test using normality test, multicollinearity, heteroskedasticity test and autocorrelation test. Hypothesis testing using t-test. Furthermore, the data obtained from the study of financial statements (annual report) were analyzed using a statistical test by using application program Statistical Package for the Social Science (SPSS) version 17.0. From the research, it can be concluded that the of management ownership and of industry types have no effect on Corporate Social Responsibility and the company's enterprise value LQ45.

Keywords: Corporate Value, Management Ownership, Type of Industry, CSR