

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Pengungkapan *Corporate Social Responsibility*, Ukuran Perusahaan, *Leverage*, *Dividen Payout Ratio* terhadap Nilai Perusahaan dengan Profitabilitas dan Kepemilikan Manajerial sebagai Variabel Moderasi. Sampel yang digunakan dalam penelitian ini adalah perusahaan non – keuangan yang terdaftar di Bursa Efek Indonesia periode 2015. Data dikumpulkan menggunakan metoda purposive sampling, dan diperoleh jumlah sampel sebanyak 65 perusahaan. Pengujian hipotesa menggunakan analisis regresi linear berganda dengan Moderated Regression Analysis (MRA).

Hasil penelitian menunjukkan bahwa Pengungkapan CSR, Ukuran Perusahaan, *Dividen Payout Ratio* berpengaruh positif terhadap nilai perusahaan, sehingga hipotesis diterima. Selanjutnya untuk *Leverage* tidak berpengaruh terhadap nilai perusahaan, sehingga hipotesis ditolak. Selain itu untuk Profitabilitas sebagai variabel moderasi dapat mempengaruhi dan memperkuat hubungan pengungkapan CSR terhadap nilai perusahaan, sehingga hipotesis diterima. Kepemilikan Manajerial sebagai variabel moderasi tidak dapat mempengaruhi hubungan pengungkapan CSR terhadap nilai perusahaan, sehingga hipotesis ditolak.

Kata Kunci : Pengungkapan *Corporate Social Responsibility* (CSR), Ukuran Perusahaan, *Leverage*, *Dividen Payout Ratio*, Profitabilitas, Kepemilikan Manajerial, Nilai Perusahaan

ABSTRACT

This research is aimed at analyzing the influence of the disclosure of Corporate Social Responsibility, Company Size, Leverage, and Dividend Payout Ratio on the value of the company with profitability and managerial ownership as moderating variables. The samples used in this research are the non-financial companies listed in the Indonesian Stock Exchange in the period of 2015. The data were collected by using purposive sampling method. The samples are 65 companies. The hypothesis is tested by using the multiple linear regression analysis with the Moderated Regression Analysis (MRA).

The result of this research shows that the CSR Disclosure, the company size, dividend payout ratio give positive influence on the value of the company, as a result the hypothesis is accepted. The leverage no give influence to the value of the company, so that the hypothesis is rejected. Profitability as the moderating variable can affect and strengthen the relation between the CSR disclosure and the size of the company, so that the hypothesis is accepted. Managerial ownership as the moderating variable cannot affect the relation between the CSR disclosure and the size of the company, so that the hypothesis is rejected.

Keywords : Corporate Social Responsibility Disclosure (CSR), Size of Company, Leverage, Dividend Payout Ratio, Profitability, Managerial Ownership, Value of Company