

ABSTRACT

The objective of a company is to increase the firm values. The increasing of the high firm values is a long—term goal that has to be achieved by the company that will be reflected by its stock market price. This research aims to know the influence of managerial ownership, institutional ownership and Corporate Social Responsibility (CSR) on the firm values in manufacturing company that is listed in Indonesia Stock Exchange. The researcher uses multiple linear regression analysis model by sample-taking using purposive sampling method. On this research, firm values are calculated by Price Book Value (PBV).

The sample on this research uses 29 manufacturing companies that are listed Indonesia Stock Exchange in the period of 2012-2016. The result of this research shows that the independent variable of managerial ownership does not influence the firm values significantly. The independent variable of institutional ownership also does not influence the firm values significantly. While, the independent variable of CSR influences the firm values positively and significantly.

Keywords: Managerial Ownership, Institutional Ownership, Corporate Social Responsibility (CSR), and Firm Values