

ABSTRACT

The purpose of this study is to examine the effect of profitability proxied with Return On Assets (ROA) and dividend policy proxied with Dividend payout ratio (DPR) ratio against Company Value projected with Price Book Value (PBV) with Corporate Social Responsibility (CSR) as a moderating variable, empirical studies on Manufacture company on the Indonesia Stock Exchange in 2012-2016. This research uses sampling technique that is using purposive sampling so that 146 samples in manufacture company in Indonesia Stock Exchange year 2012-2016. The method of analysis of this study using Moderated Regression Analysis (MRA) using an analysis tool that is SPSS 21.

The results of this study states that: Profitability has a significant positive effect on Corporate Value, dividend policy has a significant positive effect on Corporate Value. Corporate Social Responsibility strengthens the influence of Profitability on Corporate Value and Corporate Social Responsibility strengthens the influence of dividend policy on Corporate Value.

Key word : corporate value ,profitability, dividend policy , Corporate Social Responsibility