

## **ABSTRACT**

**APPLICATION INFLUENCE GOOD CORPORATE GOVERNANCE  
AND CORPORATE SOCIAL RESPONSIBILITY TO FIRM VALUE  
WITH PROFITABILITY AS MODERATING VARIABLE  
(Census on Manufacture Company In The Year 2018 Registered at Indonesian  
Stock Exchange)**

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*The aim of this research is to examine and analyze the effect of 1) good corporate governance to firm value, 2) corporate social responsibility to firm value, 3) profitability of the relationship between good corporate governance with the firm value, 4) profitability of the relationship between corporate social responsibility with the firm value Manufacturing Company Registered in Indonesian Stock Exchange. The population of this research is all the manufacturing companies listed on the Indonesian Stock Exchange in 2018. The sample of the research using methode of purposive sampling. They are 86 companies in 2018 which fulfilling criterion as this research sample. Data analysis technique used is multiple regression and moderated regression analysis with measurement rasio. Result of research and result of data processing show that 1) significant positive effect on good corporate governance to firm value, 2) positive effect not significant on corporate social responsibility to firm value, 3) good corporate governance and social responsibility simultaneously influence the firm value, 4) profitability can moderate by strengthening the relationship of good corporate governance to firm value, 5) profitability can moderate by strengthening the relationship of good corporate governance to firm value.*

*Keywords: Good Corporate Governance, Corporate Social Responsibility, Firm Value, Profitability.*

## ABSTRAK

**PENGARUH PENERAPAN *GOOD CORPORATE GOVERNANCE*  
DAN *CORPORATE SOCIAL RESPONSIBILITY*  
TERHADAP NILAI PERUSAHAAN  
DENGAN PROFITABILITAS SEBAGAI VARIABEL PEMODERASI  
(Sensus pada Perusahaan Manufaktur yang *listing* di Bursa Efek Indonesia  
pada Tahun 2018)**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh *good corporate governance* terhadap nilai perusahaan, (2) pengaruh *corporate social responsibility* terhadap nilai perusahaan, (3) pengaruh profitabilitas terhadap hubungan *good corporate governance* dengan nilai perusahaan, (4) pengaruh profitabilitas terhadap hubungan *corporate social responsibility* dengan nilai perusahaan pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia tahun 2018. Sampel penelitian ini pada perusahaan sektor manufaktur dengan metode *puposive* sampling. Terdapat 86 perusahaan manufaktur pada tahun 2018 yang memenuhi kriteria sebagai sampel penelitian. Teknik analisis data yang digunakan adalah analisis regresi berganda dan regresi moderasi dengan skala pengukuran rasio. Hasil penelitian dan pengolahan data menunjukkan bahwa 1) *good corporate governance* berpengaruh positif secara signifikan terhadap nilai perusahaan, 2) *corporate social responsibility* berpengaruh positif tidak signifikan terhadap nilai perusahaan, 3) *good corporate governance* dan *corporate social responsibility* berpengaruh secara simultan terhadap nilai perusahaan, 4) profitabilitas dapat memoderasi dengan memperkuat hubungan *good corporate governance* terhadap nilai perusahaan, dan 5) profitabilitas dapat memoderasi dengan memperkuat hubungan *corporate social responsibility* terhadap nilai perusahaan.

Kata kunci : *Good Corporate Governance*, *Corporate Social Responsibility*, Nilai Perusahaan, Profitabilitas.