ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Corporate Social Responsibility* terhadap Leverage dan *Corporate Social Responsibility, Leverage* terhadap Nilai Perusahaan.Populasi dalam penelitian ini perusahaan manufaktur swasta (non BUMN) yang terdaftar di BEI selama periode 2014-2017. Data yang digunakan dalam penelitian ini berupa data sekunder yang diperoleh dari laporan keuangan yang telah dipublikasi tahunan tahun 2014 sampai 2017. Teknik pengambilan sampel dengan metode *purposive sampling*. Sampel yang diambil sebanyak 25 perusahaan manufaktur swasta (non BUMN). Teknik analisis data menggunakan regresi data panel dengan bantuan program Eviews 9. Hasil penelitian menunjukkan bahwa *Corporate Social Responsibility* berpengaruh negatif dan signifikan terhadap *Leverage*dan *Corporate Social Responsibility* berpengaruh positif terhadap nilai perusahaan, sedangkan leverageberpengaruh negatif namun tidak signifikan terhadap nilai perusahaan.

Kata Kunci: *Corporate Social Responsibility*, *Leverage*, dan Nilai Perusahaan.

ABSTRACT

This study aims to analyze the effect of Corporate Social Responsibility on Leverage and Corporate Social Responsibility, Leverage on Firm Value. The population in this study were private manufacturing companies (non-state-owned) that were listed on the Stock Exchange during the period 2014-2017. The data used in this study is secondary data obtained from financial reports that have been published annually in 2014 until 2017. The sampling technique is purposive sampling method. Samples taken were 25 private (non-BUMN) manufacturing companies. Data analysis techniques use panel data regression with the help of program Eviews 9. The results of the study show that Corporate Social Responsibility has a negative and significant effect on Leverage and Corporate Social Responsibility positively influencing firm value, while leverage has a negative but not significant effect on firm value.

Keywords: Corporate Social Responsibility, Leverage, and Corporate Value