

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Profitabilitas dan Kepemilikan Manajerial terhadap Nilai Perusahaan serta *Corporate Social Responsibility (CSR)* sebagai variabel intervening. Populasi dalam penelitian ini perusahaan manufaktur yang terdaftar di BEI selama periode 2015-2017. Data yang digunakan dalam penelitian ini berupa data sekunder yang diperoleh dari laporan keuangan yang telah dipublikasi tahunan tahun 2015 sampai 2017. Teknik pengambilan sampel dengan metode *purposive sampling*. Sampel yang diambil sebanyak 23 perusahaan manufaktur. Teknik analisis data menggunakan regresi data panel dengan bantuan program Eviews 9. Hasil penelitian menunjukkan bahwa (1) Profitabilitas berpengaruh positif dan signifikan terhadap Nilai Perusahaan. (2) Kepemilikan Manajerial berpengaruh negatif dan tidak signifikan terhadap Nilai Perusahaan. (3) Profitabilitas berpengaruh positif dan signifikan terhadap *Corporate Social Responsibility (CSR)*. (4) Kepemilikan Manajerial berpengaruh positif dan tidak signifikan terhadap *Corporate Social Responsibility (CSR)*. (5) *Corporate Social Responsibility (CSR)* berpengaruh positif dan signifikan terhadap nilai perusahaan.

Kata Kunci: Profitabilitas, Kepemilikan Manajerial, *Corporate Social Responsibility (CSR)*, dan Nilai Perusahaan.

## **ABSTRACT**

*This study aims to analyze the effect of Profitability and Managerial Ownership on Firm Value and Corporate Social Responsibility (CSR) as an intervening variable. The population in this study was manufacturing companies listed on the Stock Exchange during the 2015-2017 period. The data used in this study are secondary data obtained from financial reports that have been published annually from 2015 to 2017. The sampling technique is purposive sampling method. Samples taken were 23 manufacturing companies. The data analysis technique uses panel data regression with the help of the Eviews 9. The results of the study show that (1) Profitability has a positive and significant effect on Firm Value. (2) Managerial Ownership have a negative and significant effect on Firm Value. (3) Profitability has a positive and significant effect on Corporate Social Responsibility (CSR). (4) Managerial Ownership have a positive and does not significant effect on Corporate Social Responsibility (CSR). (5) Corporate Social Responsibility (CSR) has a positive and significant effect on Firm Value.*

*Keywords: Profitability, Managerial Ownership, Firm Size, and Corporate Social Responsibility (CSR)*