

ABSTRAK

Penelitian yang berjudul Pengaruh *Corporate Social Responsibility* (CSR) dan *Good Corporate Governance* (GCG) terhadap Nilai Perusahaan PT. Mayora Indah, Tbk bertujuan untuk mengetahui secara parsial dan simultan antara *Corporate Social Responsibility* (CSR) dan *Good Corporate Governance* (GCG) terhadap nilai perusahaan PT. Mayora Indah, Tbk. Penelitian ini menggunakan jenis penelitian kuantitatif, populasi dan sampel yang digunakan adalah laporan tahunan PT. Mayora Indah, Tbk dari tahun 2011-2016. Menggunakan analisis data regresi linear berganda dengan bantuan software SPSS.

Hasil analisis data menggunakan regresi linear berganda. *Corporate Social Responsibility* (CSR) dan *Good Corporate Governance* (GCG) yang dihitung dengan 3 indikator yaitu Kepemilikan Institusional, Komisaris Independen dan Komite Audit, secara parsial *Corporate Social Responsibility* (CSR), Kepemilikan Institusional, Komisaris Independen dan Komite Audit berpengaruh tidak signifikan terhadap nilai perusahaan PT Mayora Indah, Tbk periode 2011-2016. *Corporate Social Responsibility* (CSR) dan *Good Corporate Governance* (GCG) secara simultan berpengaruh tidak signifikan terhadap nilai perusahaan PT Mayora Indah, Tbk periode 2011-2016.

Kata Kunci : *Corporate Social Responsibility* (CSR), *Good Corporate Governance* (GCG) dan Nilai Perusahaan

ABSTRACT

Research entitled Influence of Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) to Corporate Value PT. Mayora Indah, Tbk aims to know the partial and simultaneous between Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) to the Corporate Value PT. Mayora Indah, Tbk

This research uses quantitative research type, population and sample used annual report of PT. Mayora Indah, Tbk from 2011-2016. Using multiple linear regression data analysis with SPSS software. The results of data analysis used multiple linear regression.

Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) which count with 3 indicators are Institutional Ownership, Independent Commissioner and Audit Committee, partially Corporate Social Responsibility (CSR), Institutional Ownership, Commissioner Independent and Audit Committee have no significant effect on the corporate value of PT Mayora Indah, Tbk for 2011-2016. Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) simultaneously have no significant effect on company value of PT Mayora Indah, Tbk period 2011-2016.

Keywords : Corporate Social Responsibility (CSR), Good Corporate Governance (GCG) and Corporate Value