

ABSTRACT

VIRA VIRLIANA DEBORA. *The Influence of Corporate Social Responsibility and Profitability on Company Values in Basic and Chemical Industrial Companies Listed on the Indonesia Stock Exchange 2014-2016 (Supervised by Dwi Hendro Widayatmoko., SE., Ak., M.Sc., CA)*

This study aims to find out the influence of Corporate Social Responsibility and Profitability on Company Values in Basic and Chemical Industrial Companies. Corporate Social Responsibility is measured by the number of items that are fulfilled by the company divided by the number of all items of disclosure, Profitability is measured by Return on Equity while Company Value is measured by Tobin's q.

The population in this study were 54 companies and obtained 51 sample companies in basic and chemical industrial companies listed on the Indonesia Stock Exchange in 2014-2016 using purposive sampling. The analytical method used is multiple linear regression.

The results of testing the hypothesis indicate that simultaneously Corporate Social Responsibility and Profitability affect the value of the Company. Perially Social Responsibility has no effect on Company Value. While Profitability affects the value of the company.

Keywords: *Corporate Social Responsibility, Profitability, Company Value.*