

TABLE OF CONTENT

| | |
|--|-----|
| COVER PAGE | i |
| STATEMENT OF AUTHENTICITY | ii |
| VALIDITY SHEET | iii |
| ACKNOWLEDGEMENT | iv |
| STATEMENT OF APPROVAL | v |
| ABSTRACT | vi |
| TABLE OF CONTENT | vii |
| LIST OF TABLE | ix |
| LIST OF CHART | x |
| CHAPTER I: INTRODUCTION | 1 |
| 1.1. Background..... | 1 |
| 1.2. Problems Formulating..... | 3 |
| 1.3. Problems Limitation..... | 3 |
| 1.4. Benefits of Research..... | 4 |
| CHAPTER II: LITERATURE REVIEW..... | 5 |
| 2.1. Theoretical Bases..... | 5 |
| 2.1.1 Firm Value | 5 |
| 2.1.2. Corporate Social Responsibility (CSR) | 6 |
| 2.1.3. Investment Decision | 7 |
| 2.1.4. Capital Structure..... | 9 |
| 2.2. Prior Research..... | 9 |
| 2.3. Conceptual Framework..... | 14 |
| 2.4. Hypothesis Formulation..... | 15 |
| CHAPTER III: RESEARCH METHODS | 18 |
| 3.1. Type of Research..... | 18 |
| 3.1.1. Data Sources..... | 18 |
| 3.1.2. Populations and Samples | 18 |
| 3.2. Research Variables and Operational Definitions..... | 19 |
| 3.2.1. Research Variables | 19 |

| | |
|---|----|
| 3.2.2. Operational Definitions | 19 |
| 3.3. Data Analysis Method..... | 20 |
| 3.3.1. Descriptive Analysis Test | 20 |
| 3.3.2. Test of Classical Assumptions | 20 |
| CHAPTER IV: RESULTS | 24 |
| 4.1. Data Analysis..... | 24 |
| 4.2. Testing Assumption..... | 25 |
| 4.2.1. Normality Test | 25 |
| 4.2.2. Multicollinearity Test | 26 |
| 4.2.3. Heteroscedasticity Test | 27 |
| 4.2.4. Hypothesis Test | 28 |
| CHAPTER V: RESEARCH DISCUSSION | 33 |
| 5.1. CSR has a significance value on the Firm Value (H1)..... | 33 |
| 5.2. Investment Decisions have a significance value on Firm Value (H2) | 33 |
| 5.3. Capital Structure has significance value on Firm Value (H3) | 34 |
| CHAPTER VI: CONCLUSION AND RECOMMENDATION..... | 35 |
| 6.1. Conclusion..... | 35 |
| 6.2. Recommendation..... | 35 |
| REFERENCES | 37 |
| APPENDIX 1: LIST POPULATIONS OF FOOD AND BEVERAGES COMPANIES LISTED IN INDONESIA STOCK EXCHANGE FOR PERIOD 2014-2017..... | 40 |
| APPENDIX 2: LIST SAMPLES OF FOOD AND BEVERAGES COMPANIES LISTED IN INDONESIA STOCK EXCHANGE FOR PERIOD 2014-2017..... | 42 |
| APPENDIX 3: RESULTS OF CORPORATE SOCIAL RESPONSIBILITY | 43 |
| APPENDIX 4: RESULTS OF INVESTMENT DECISION | 44 |
| APPENDIX 5: RESULTS OF CAPITAL STRUCTURE | 45 |
| APPENDIX 6: RESULTS OF FIRM VALUE | 46 |
| APPENDIX 7: DESCRIPTIVE STATISTIC TEST RESULTS | 47 |
| APPENDIX 8: CLASSIC ASSUMPTION TEST RESULT | 48 |
| APPENDIX 9: MULTIPLE LINEAR ANALYSIS RESULT..... | 50 |