

ABSTRAK

MELISA FINESHA. The effect of Good Corporate Governance (GCG) towards the Corporate Value mediated by the asymmetry information, bank industry BUSN, foreign exchange that was registered in Indonesia Stock Exchange period 2010-2013. (Guided by Sri Handayani, SE, MAK, M.M).

The purpose of this research is to acknowledge the effect of Good Corporate Governance (GCG) as the independent variable towards the Corporate Value as dependent variable that is mediated by the asymmetry information as the intervening variable. The sample of this research is the Sub General Private National Foreign Exchange Bank Corporation, which is registered in the Indonesia Stock Exchange (IDX) in the year 2010-2013. The technique used in gathering the sample is using the purposive sampling technique with the criteria and result 36 corporate sample.

The data was processed using computer statistic by doing quality test data, path analysis. The result of the test shows that Good Corporate Governance effect negatively towards the asymmetry information, asymmetry of information shows negative impact towards the Corporate Value, Good Corporate Governance effect positive significantly towards the Corporate Value. The result of path analysis reveal that the asymmetry of information mediate Good Corporate Governance towards Corporate Value.

Keywords : Good Corporate Governance (GCG), Corporate Value, Asymmetry Information, ASEAN Corporate Governance Scorecard