

ABSTRAKSI

SYARIFAH ZULFAWATI. *Pengaruh Coorporate Social Responsibility (CSR), Struktur Modal dan Trading Volume Activity (TVA) terhadap Nilai Perusahaan Pada Perusahaan Perbankan yang Terdaftar di Bursa Efek Indonesia Periode 2011-2014.* (Dibimbing oleh Bapak Adrie Putra).

Penelitian ini bertujuan untuk mengetahui pengaruh *Corporate Social Responsibility*, struktur modal dan *Trading Volume Activity* terhadap nilai perusahaan pada perusahaan perbankan yang terdaftar di Bursa Efek Indonesia. Variabel independen dalam penelitian ini adalah *Corporate Sosial Responsibility*, struktur modal dan *Trading Volume Activity*. Variabel dependennya adalah nilai perusahaan. Desain penelitian ini adalah penelitian yang bersifat kausalitas. Populasi penelitian ini adalah perusahaan perbankan yang terdaftar di Bursa Efek Indonesia periode 2011-2014. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data populasi penelitian sebanyak 139 perusahaan dan diperoleh sampel sebanyak 80 perusahaan. Metode analisis data yang digunakan adalah regresi linier berganda. Berdasarkan hasil analisis data dengan menggunakan uji parsial (uji t) variabel *Corporate Social Responsibility* berpengaruh terhadap nilai perusahaan (PBV) dengan koefisien regresi sebesar 0,818 dan nilai signifikan sebesar 0,031. Struktur modal (DER) tidak berpengaruh terhadap nilai perusahaan (PBV) dengan koefisien regresi sebesar 0,218 dan nilai signifikan sebesar 0,348. *Trading Volume Activity* tidak berpengaruh terhadap nilai perusahaan (PBV) dengan koefisien regresi sebesar 0,108 dan nilai signifikan sebesar 0,495. Secara simultan *Corporate Social Responsibility*, struktur modal dan *Trading Volume Activity* berpengaruh secara simultan terhadap nilai perusahaan (PBV) yang ditunjukkan dengan nilai F sebesar 2,227 dan nilai signifikan sebesar 0,031.

Kata Kunci : *Corporate Sosial Responsibility*, Struktur Modal, *Trading Volume Activity*, Nilai Perusahaan, DER dan PBV.

ABSTRACT

SYARIFAH ZULFAWATI. *The Influence of Corporate Social Responsibility (CSR), Capital Structure, and Trading Volume Activity (TVA) Against Companies Value In the Companies Banking Listed In Indonesian Stock Exchange During 2011-2014 Period. (Guided by Mr. Adrie Putra).*

The aim of research is knows the influence of Corporate Social Responsibility, effect capital structure and Trading Volume Activity on the company against banking company value which registered at the Indonesian Stock Exchange. An independent variable in this research is Corporate Social Responsibility, capital structure and Trading Volume Activity. Variable dependent enterprise. The design of research is causality research. This population research is banking enterprise which listed on the Indonesian Stock Exchange during 2011-2014 period. This research use purposive sampling. Method with sample number are 80 company from the total of population 139 company. This research use multiple linier regression method. Based on the result of analysis data with partial test (t test) a variable Corporate Social Responsibility impact on value of the companies (PBV) with the regression coefficient of 0,818 and value significantly about 0,031. In other side capital structure has not been affecting to the value of the companies (PBV) with the coefficient regression of 0,218 and value significantly value 0,348. Trading Volume Activity value of 0,348. Trading Volume Activity has not been affecting the companies (PBV) with the coefficient regression of 0,108 and value (PBV) and value significantly of value 0,495. As simultaneously Corporate Social Responsibility, capital structure and Trading Volume Activity influential simultaneously on the company (PBV) which has indicated by value f of 2,227 and significantly value about 0,031.

Keywords : *Corporate Social Responsibility, Capital Structure and Trading Valume Activity, Value of Company, DER and PBV.*