

## ABSTRAK

ANIK WAHYUNI. Pengaruh Kepemilikan Manajerial, Kepemilikan Institusional, *Leverage*, Tipe Industri, Ukuran Perusahaan, Dan Profitabilitas Terhadap *Corporate Social Responsibility Disclosure* (Studi Empiris Pada Perusahaan Industri Dasar Dan Kimia Yang Terdaftar Di Bursa Efek Indonesia Periode 2010-2014). (Dibimbing oleh Ibu Sri Handayani SE, MAk. MM).

Penelitian ini bertujuan untuk melihat pengaruh Kepemilikan Manajerial, Kepemilikan Institusional, *Leverage*, Tipe Industri, Ukuran Perusahaan, Dan Profitabilitas Terhadap *Corporate Social Responsibility Disclosure* (Studi Empiris Pada Perusahaan Industri Dasar Dan Kimia Yang Terdaftar Di Bursa Efek Indonesia Periode 2010-2014), serta untuk mengetahui apakah Industri Dasar dan Kimia telah melaksanakan *Corporate Social Responsibility Disclosure* secara penuh.

Metode yang digunakan adalah *purposive sampling*. Jenis data adalah data sekunder yang bersumber dari laporan tahunan perusahaan. Teknik analisis yang digunakan adalah analisis regresi linier berganda dengan bantuan program SPSS versi 20. Item pengungkapan, yang dibagi menjadi indikator lingkungan, energi, kesehatan dan keselamatan kerja, produk, keterlibatan masyarakat, dan umum yang berdasarkan pada Sayekti dan Wondabio (2007).

Hasil penelitian yang diperoleh, secara bersama-sama Kepemilikan Institusional berpengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*, Kepemilikan Manajerial tidak berpengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*, Ukuran Perusahaan berpengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*, Tipe Industri berpengaruh negatif signifikan terhadap *Corporate Social Responsibility Disclosure*, Profitabilitas tidak berpengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*, *Leverage* berpengaruh negatif signifikan terhadap *Corporate Social Responsibility Disclosure*.

Kata Kunci : Kepemilikan Manajerial, Kepemilikan Institusional, Ukuran Perusahaan, Tipe Industri, Profitabilitas, dan *Leverage*.

## **ABSTRACT**

*ANIK WAHYUNI. Effect of Managerial Ownership, Institutional Ownership , Leverage, Industry Type, Company Size, And Profitability Of Corporate Social Responsibility Disclosure (Empirical Study In Basic Industry And Chemical Company Listed on The Indonesia Stock Exchange Period 2010-2014). (Led by Ms.Sri Handayani SE, MAk. MM).*

*This study aims to analyze the effect of Managerial Ownership, Institutional Ownership, Leverage, Industry Type, Company Size, And Profitability Of Corporate Social Responsibility Disclosure (Empirical Study In Basic Industry And Chemical Company Listed on The Indonesia Stock Exchange Period 2010-2014), as well as to determine whether the Basic Industry and Chemicals has been implementing Corporate Social Responsibility Disclosure in full.*

*The method used was purposive sampling. This type of data is secondary data obtained from the company's annual report. The analysis technique used is multiple linear regression analysis with SPSS version 20. Item disclosure, which is divided into an indicator of environment, energy, health and safety, product, community involvement, and the public based on Sayekti and Wondabio (2007).*

*The results obtained, together Institutional Ownership significant positive effect on Corporate Social Responsibility Disclosure, Managerial Ownership no significant positive effect on Corporate Social Responsibility Disclosure, Company Size positive effect significant towards Corporate Social Responsibility Disclosure, Industry Type significant negative effect on Corporate Social Responsibility Disclosure, Profitability no significant positive effect on Corporate Social Responsibility Disclosure, Leverage significant negative effect on Corporate Social Responsibility Disclosure.*

*Keywords: Managerial Ownership, Institutional Ownership, company size, Industry type, Profitability, and Leverage.*