

ABSTRAK

RIRIN MUTAAKHIRIN, Pengaruh Kepemilikan Saham Publik, Kepemilikan Saham Institusi, *Media Exposure*, Likuiditas, dan Kinerja Lingkungan terhadap *Corporate Social Responsibility Disclosure* Pada Industri Pertambangan Yang Terdaftar Di Bursa Efek Indonesia Periode 2010-2014. (dibimbing oleh Ibu Sri Handayani, SE, M.Ak, MM)

Penelitian ini bertujuan untuk mengetahui pengaruh pengungkapan *Corporate Social Responsibility* melalui Kepemilikan Saham Publik, Kepemilikan Saham Institusi, *Media Exposure*, Likuiditas, dan Kinerja Lingkungan terhadap *Corporate Social Responsibility Disclosure* Pada Industri Pertambangan Yang Terdaftar Di Bursa Efek Indonesia, serta untuk mengetahui apakah industry pertambangan telah melaksanakan pengungkapan *Corporate Social Responsibility* secara penuh.

Penelitian ini menggunakan pengujian hipotesis, dengan jumlah sampel yang digunakan adalah 60 sampel. Pengujian hipotesis dilakukan dengan analisis regresi linier berganda dengan alat bantu statistic IBM *SPSS versi20*. Item pengungkapan yang digunakan dalam penelitian ini terdiri dari 78 item pengungkapan, yang terbagi menjadi 7 kategori, yaitu: Lingkungan, Energi, Kesehatan dan Keselamatan Tenaga Kerja, Lain-lain Tenaga Kerja, Produk, Keterlibatan Masyarakat, dan Umum. Teknik pengambilan sampel menggunakan *purposive sampling*. Unit analisis yang digunakan adalah industry pertambangan.

Hasil penelitian ini menunjukkan bahwa simultan seluruh variable independen berpengaruh signifikan terhadap *Corporate Social Responsibility Disclosure* yang artinya model penelitian dapat diterima. Secara parsial, variable Kepemilikan Saham Publik tidak terdapat pengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*, Kepemilikan Saham Institusi terdapat pengaruh negatif signifikan terhadap *Corporate Social Responsibility Disclosure*, *Media Exposure* tidak terdapat pengaruh positif terhadap *Corporate Social Responsibility Disclosure*, Likuiditas terdapat pengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*, dan Kinerja Lingkungan tidak terdapat pengaruh positif signifikan terhadap *Corporate Social Responsibility Disclosure*.

Kata Kunci : Pengaruh Kepemilikan Saham Publik, Kepemilikan Saham Institusi, *Media Exposure*, Likuiditas, dan Kinerja Lingkungan.

ABSTRACT

RIRIN MUTAAKHIRIN, Effect of Stock Ownership by the Publik, Stock Ownership by the Institutions, Media Exposure, Liquidity, and Environmental Performance on the Corporate Social Responsibility Disclosure In Mining Industry Listed on the Indonesia Stock Exchange Period 2010-2014. (led by Mrs. Sri Handayani, SE, M.Ak, MM).

This study aims to determine the effect of disclosure of Corporate Social Responsibility through Stock Ownership by the Publik, Stock Ownership by the Institutions, Media Exposure, Liquidity, and Environmental Performance on the Corporate Social Responsibility Disclosure In Mining Industry Listed on the Indonesia Stock Exchange, as well as to determine whether the mining industry has implemented disclosure of Corporate Social Responsibility in full.

This study uses hypothesis testing, with the number of samples used is 60 samples. Hypothesis testing is done by multiple linear regression analysis with statistical tools IBM SPSS versi 20. Disclosure items that are used in this study consisted of 78 items of disclosure, which is divided into seven categories, namely: Environment, Energy, Health and Safety Labor, Other Labor, Products, Community Involvement, and General. The sampling technique used purposive sampling. Unit analysis is the mining industry.

These results indicate that all independent variables simultaneously significant effect on Corporate Social Responsibility Disclosure meaning research model can be accepted. Partially, variable Stock Ownership by the Publik there is no significant positive effect on Corporate Social Responsibility Disclosure, Stock Ownership Institution there is a negative effect significantly on Corporate Social Responsibility Disclosure, Media Exposure there are no positive effect on Corporate Social Responsibility Disclosure, Liquidity there are significant positive effect on Corporate Social Responsibility Disclosure and Environmental performance there is no significant positive effect on Corporate Social Responsibility Disclosure.

Keywords: Effect of Stock Ownership by the Publik, Stock Ownership by the Institutions, Media Exposure, Liquidity, and Environmental Performance.