

ABSTRACT

LENNY SYELVIA. *The effect of Corporate Social ResponcibilityApplication Firm Value and Profitability On Mining Industry Company at Indonesia Stock Exchange 2010-2014 period (Guided by Drs. Darmansyah HS, Akt., MM).*

The purpose of this research is to determine whether or not the effect of CSR on firm value and testing whether profitability of CSR on firm value. The population in this research mining industry companies during 2010-2014. The sampling method is done by purposive sampling with criteria and produce 70 sample companies.

The data is processed by multiple regression analysis method. The result of research show that the effect of CSR on firm value was significant. The effect of Profitability on firm value was significant and profitability as moderating variable in relation between CSR and firm value was not significant.

Keyword :Corporate Social Responcibility, Firm Value, Profitability