

ABSTRACT

RONNY CHANDRA. *This study conducted to examine the influence of Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) to Company Value (Tobin's Q) with Company Performance (NPM) as intervening variable In Basic Industry and Chemical, Chemical Subsectors Year Period 2010-2015. (Lead By Mrs Sri Handayani, SE, S.Ak, MM).*

The Purpose of this study was to analyze the influence of Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) to Company Value (Tobin's Q) with Company Performance (NPM) as intervening variable. The data used is secondary data. The study population was the whole Basic Industry and Chemical, Chemical Subsectors listed in Indonesia Stock Exchange (BEI) in the period 2010-2015 with amounted 8 companies. The Sampling Technique is Purposive Sampling with used 48 companies annual report. The data was analyze by multiple regression test, simple regression test, and path analysis with SPSS program version 20.0.

The results of this study were showed that simultaneously CSR and GCG variables have significant influence to NPM with a significance of 0.023, partially CSR variable shown negative influence to NPM with a significance of 0.215, partialy GCG variable have significant influence to NPM with a significance of 0.006, partialy NPM variable shown negative influence to Tobin's Q with a significance of 0.840, and NPM variable cannot be used as intervening variable to link the influence of CSR and GCG to Company Value (Tobin's Q).

Keywords : *Corporate Social Responsibility (CSR), Good Corporate Governance (GCG), Net Profit Margin (NPM), dan Company Value (Tobin's Q)*