

## ABSTRACT

*This research aimed at getting empirical proof: (1) the Influence of the Corporate Social Responsibility on the Profitability (2) the Influence of the Corporate Social Responsibility on the Corporate Value. This research kind was classified as the causative research. The research population was all State-Owned Enterprises Company that was registered in the Indonesian Stock Exchange in the year 2011 numbering 20 companies. Technically the taking of the sample was purposive sampling. The sample of this research numbering 18 companies.*

*The analysis of the data used linier regression. Results of this research concluded that: (1) the Corporate Social Responsibility was influential significant was positive towards Return Of Equity with the level of the significance  $0.036 < 0.05$  and coefficient was positive (+) so H1 was accepted. (2) the Corporate Social Responsibility was influential significant was positive towards Earnings Per Share with the level of the significance  $0.014 < 0.05$  and coefficient was positive (+) so H2 was accepted. (3) the Expression corporate social responsibility influential was not significant towards the value of the company with the level of the significance  $0.470 > 0.05$  and coefficient was positive (+) so H3 was not accepted.*

**Keywords:** *profitability, corporate social responsibility, corporate value*

## ABSTRAK

Penelitian ini bertujuan untuk mendapatkan bukti empiris tentang: (1) Pengaruh *Corporate Social Responsibility* terhadap Profitabilitas (2) Pengaruh *Corporate Social Responsibility* terhadap nilai perusahaan. Jenis penelitian ini tergolong penelitian kausatif. Populasi penelitian adalah seluruh perusahaan BUMN yang terdaftar di Bursa Efek Indonesia pada tahun 2011 berjumlah 20 perusahaan. Teknik pengambilan sampel adalah *purposive sampling*. Sampel penelitian ini berjumlah 18 perusahaan. Analisis data dengan regresi linier.

Hasil penelitian ini menyimpulkan bahwa: (1) *Corporate Social Responsibility* berpengaruh signifikan positif terhadap Profitabilitas dengan tingkat signifikansi  $0,036 < 0,05$  dan koefisien beta positif (+) sehingga H1 diterima. (2) *Corporate Social Responsibility* berpengaruh signifikan positif terhadap Profitabilitas dengan tingkat signifikansi  $0,014 < 0,05$  dan koefisien beta positif (+) sehingga H2 diterima. (3) *Corporate Social Responsibility* tidak signifikan terhadap nilai perusahaan dengan tingkat signifikansi  $0,470 > 0,05$  dan koefisien beta positif (+) sehingga H3 tidak diterima.

**Kata kunci :** *profitabilitas, Corporate Social Responsibility, nilai perusahaan*