ABSTRACT

This study aimed to analyze the influence of corporate social responsibility (CSR) to the value of the company with the corporate governance mechanism as moderating variables. The value of the company in this research proxy for the value of Tobin's Q, factors characteristic of Corporate Governance which is used among other managerial ownership, institutional ownership, the proportion of independent board, the number of audit committee.

Collecting data using purposive sampling method of the companies listed in Indonesia Stock Exchange in 2009 to 2012. A total of 45 companies manufacturing used for the sample. The analytical method used is the classical assumption and hypothesis testing with multiple regression method.

Results from this study indicate the variables of corporate social responsibility on the value of the company is negative but not significant and the moderating variables is negative anyway corporate governance on firm value but not significantly, so all the hypothesis is rejected because it is not significant.

Key Words: Firm value, Tobin's Q, corporate social responsibility and corporate governance