

ABSTRAK

Penelitian ini bertujuan untuk meneliti faktor yang mempengaruhi kinerja keuangan perusahaan yang diaplikasikan menggunakan 4 alat hitung kinerja keuangan yaitu *Return on Asset* (ROA), *Return of Equity* (ROE), Tobin's Q dan Imbal Hasil Saham Adapun faktor-faktor yang diteliti adalah: *Corporate Social Responsibility*. Penelitian ini mengacu pada dua teori utama pengungkapan *corporate social responsibility* yaitu *legitimacy theory* dan *stakeholder theory*. Penelitian ini dilakukan pada perusahaan properti dan *real estate* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2012-2016. Metode pengambilan sampel menggunakan *purposive sample* dan diperoleh 47 perusahaan sebagai sampel penelitian. Data yang digunakan diperoleh dari laporan keuangan dan laporan tahunan perusahaan. Pengolahan data dilakukan menggunakan teknik analisis regresi linier berganda dan pengujian hipotesis dilakukan menggunakan uji t-statistik pada tingkat signifikansi 5%. Hasil pengujian hipotesis menggunakan uji t (1) pengungkapan *corporate social responsibility* berpengaruh terhadap ROA (2) pengungkapan *corporate social responsibility* berpengaruh terhadap ROE (3) pengungkapan *corporate social responsibility* tidak berpengaruh terhadap tobin's Q (4) pengungkapan *corporate social responsibility* tidak berpengaruh terhadap imbal hasil saham.

Kata kunci: *Corporate Social Responsibility, Return of Asset, Return on Equity, Tobin's Q, Return Saham, Stakeholder theory, Legitimacy Theory.*

ABSTRACT

This study aims to examine the factors that affect the financial performance of companies applied using the four tools of financial performance calculation of Return on Assets (ROA), Return of Equity (ROE), Tobin's Q and Returns Stock. The factors studied are: Corporate Social Responsibility. This study refers to two main theories of corporate social responsibility disclosure of legitimacy theory and stakeholder theory. This research was conducted on property and real estate companies listed in Indonesia Stock Exchange (BEI) period 2012-2016. Sampling method using purposive sample and obtained 47 companies as sample research. The data used are obtained from the company's financial statements and annual reports. Data processing was done by using multiple linear regression analysis and hypothesis testing was done by using t-statistic test at 5% significance level. The result of hypothesis testing using t-test (1) disclosure of corporate social responsibility influencing to ROA (2) corporate social responsibility disclosure affecting ROE (3) corporate social responsibility disclosure does not affect tobin's Q (4) corporate social responsibility disclosure has no effect on return stock.

Keywords: *Corporate Social Responsibility, Return of Asset, Return on Equity, Tobin's Q, Stock Return, Stakeholder theory, Legitimacy Theory.*