

ABSTRAK

Tujuan penelitian ini untuk menguji secara empiris apakah *corporate social responsibility* berpengaruh secara positif terhadap nilai perusahaan dan apakah intensitas iklan dapat memperkuat pengaruh *corporate social responsibility* terhadap nilai perusahaan. Teknik pengambilan data yang digunakan adalah metode *purposive sampling* sehingga diperoleh sample sebanyak 151 data perusahaan sektor manufaktur yang terdaftar di Bursa Efek Indonesia tahun 2015-2018. Analisa data pada penelitian ini menggunakan *moderated regression analysis* (MRA). Hasil penelitian menunjukkan bahwa *corporate social responsibility* berpengaruh positif terhadap nilai perusahaan dan intensitas iklan mampu memperkuat pengaruh *corporate social responsibility* terhadap nilai perusahaan

Kata kunci : intensitas iklan, *corporate social responsibility*, nilai perusahaan

ABSTRACT

The purpose of this study is to empirically test whether corporate social responsibility positively influenced over firm value and whether advertising intensity can strengthen the influence of corporate social responsibility over firm value. The method of data acquisition uses a purposive sampling method that uses 151 data of manufacturing companies which listed in Indonesia Stock Exchange on 2015-2018. Data analysis in this study uses moderated regression analysis (MRA). The results showed that corporate social responsibility influenced over firm value and advertising intensity can strengthen the influence of corporate social responsibility over firm value.

Keywords : advertising intensity, corporate social responsibility, firm value