

ABSTRACT

There are many studies about the effect of corporate social responsibility on firm value, however they show inconsistent results. Rosiana et al (2013) found the corporate social responsibility has significant effect on firm value, on the Agustine (2014) found different result. The suggests there are other factors that affect the relationship between corporate social responsibility on firm value. This study used profitability as a moderating variable

This study was conducted to obtain the evidence of the affects of CSR which is proxied by CSRD (Corporate Social Responsibility Disclosure) on firm value proxied by PBV (Price to Book Value) with profitability which is proxied by ROE (Return on Equity) in the farm sub-sector listed on the Indonesia Stock Exchange in the period within 2012-2016. This study examines 4 companies that have been selected by purposive sampling method among 4 companies.

This research uses secondary data which is obtained from annual reports and financial statements of the company. Based on the result of hypothesis testing, it is found that Corporate Social Responsibility no significantly affects on firm values, while Corporate Social Responsibility with Profitability simultaneously affect on firm values.

Key Words: Corporate Social Responsibility, Profitability and Firm Values,