

ABSTRAK

PENGARUH CORPORATE SOCIAL RESPONSIBILITY (CSR) DAN GOOD CORPORATE GOVERNANCE (GCG) TERHADAP HARGA SAHAM

(Studi Empiris Pada Perusahaan Manufaktur di BEI Periode 2015-2017)

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Penelitian yang dilakukan untuk menganalisis pengaruh *Corporate Social Responsibility (CSR)* dan *Good Corporate Governance (GCG)* terhadap harga saham yang terdaftar di bursa efek indonesia tahun 2015 – 2017.

Teknik *Sampling* yang digunakan adalah *Probability Sampling* dan jumlah sampel yang digunakan sebanyak 14 perusahaan. Variabel yang digunakan dalam penelitian ini adalah Variabel Independen (X), Variabel dependen (Y). Metode yang digunakan dalam penelitian adalah Uji Statistik Deskriptif, Uji Asumsi Klasik, Uji Hipotesis. Hipotesis uji yang digunakan uji t statistik dan uji f statistik pada tingkat signifikan 0,05%. Data yang dianalisis menggunakan *software* pengolahan data IBM SPSS Statistics.

Hasil penelitian ini menunjukan bahwa *Corporate Social Responsibility (CSR)* dan *Good Corporate Governance (GCG)* secara parsial (uji ststistik t) maupun simultan (uji statistik F) berpengaruh signifikan terhadap harga saham.

Kata kunci : *Corporate Social Responsibility (CSR)*, *Good Corporate Governance (GCG)* dan harga Saham.

ABSTRAK

INFLUENCE CORPORATE SOCIAL RESPONSIBILITY (CSR) AND GOOD CORPORATE GOVERNANCE (GCG) AGAINST STOCK PRICES

(Empirical Study on Manufacturing Companies in BEI Periode 2015-2017)

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Research conducted to analyze the influence of Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) on stock prices listed on the Indonesian stock exchange in 2015 - 2017.

Sampling technique used is Probability Sampling and the number of samples used is 14 companies. The variable used in this study is the Independent Variable (X), the dependent variable (Y). The method used in this research is Descriptive Statistical Test, Classical Assumption Test, Hypothesis Test. The test hypothesis used statistical t test and statistical f test at a significant level of 0.05%. Data were analyzed using IBM SPSS Statistics data processing software

The results of this study indicate that Corporate Social Responsibility (CSR) and Good Corporate Governance (GCG) partially (statistical test t) and simultaneous (statistical test F) have a significant effect on stock prices

Keywords: Corporate Social Responsibility (CSR), Good Corporate Governance (GCG) and Share prices.