

ABSTRACT

To keep the company's existence in the world of business, the company can not be separated from society as its external environment. Companies and businesses are increasingly demanded in order not only to maximize profit-oriented but also to be able to make a positive contribution to the environment by conducting Corporate Social Responsibility.

This research means to determine whether the disclosure of CSR affects the company value by using simple regression analysis. Additionally in this study uses Market Value Added (MVA) as a moderating variable to determine whether MVA can strengthen or weaken the relationship between CSR and company value by using analytical of methods Moderate Regression Analysis (MRA). In this study, there are three samples of transport and infrastructure sector companies listed in the Indonesia Stock Exchange for 5 years period of observation (2011-2015), including Samudera Indonesia, Mitra International Resources, and Garuda Indonesia.

The result of this research indicates that the disclosure CSR does not have significant affects to the company value in which the significance value of 0.681 is greater than 0.05 with the acquisition of R square of 0.013 or 1.3% of which the remaining 98.7% is influenced by other variables. In addition, this study also states that the Market Value Added (MVA) is not able to moderate the relation between CSR with the company value, meaning that CSR can not increase the value of the company at the time the company MVA is high and vice versa.

Keywords : Corporate Social Responsibility (CSR), Market Value Added (MVA), Company Value