

ABSTRACT

The implementation of good GCG in Indonesia is still fairly weak. The results of a survey from the Asian Corporate Governance Association (ACGA) show Indonesia ranked 11th which is where it is ranked the lowest after China (ranked 9th) and the Philippines (ranked 10th). Which is where the weak implementation of GCG is due to the absence of awareness of a value and practice in running business activities.

To implement the CSR the company must issue a number of costs, which will ultimately become a burden that reduces revenue so that the level of corporate profits will drop. However, by implementing CSR, corporate image will be better and impact on consumer loyalty is higher. And ultimately with the implementation of CSR, it is expected to increase corporate profitability level. Therefore, CSR is considered to play an important role in increasing the value of the company as a result of increased sales of the company by conducting various social activities in the surrounding environment.

Many factors affect the value of the company, which research on the factors that affect the value of the company itself has been done, including the financial performance of a company, dividend policy stock prices and so forth. Therefore, the authors take conclusions to examine whether there is influence of GCG and CSR on corporate value based on the above background.

Data collection methods are conducted by measuring managerial ownership, institutional ownership, corporate social responsibility and corporate value through financial statements, sustainability reports and annual reports that have been published in a resi on the Indonesia Stock Exchange. Data processing method using E-views.

Based on the results of data processing, it can be seen that the influence of Good Corporate Governance and Corporate Social Responsibility on the value of the company is enough, it means that GCG and CSR is applied in the company have a big effect on the value of the company.

Keywords: Managerial Ownership, Institutional Ownership, Corporate Social Responsibility and Corporate Values.