ABSTRACT

Corporate Social Responsibility by the company can be interpreted as a form of responsibility from all aspects of the impact caused by its business activities. During its development, companies in Indonesia began to pay attention to economic, social and environmental aspects, in order to have a positive impact on the company's image.

This study aims to determine whether there is an influence of Corporate Social Responsibility disclosure measured using the Global Reporting Initiative 4.0 on the value of the company measured using Tobin's Q by using the variable control of company size, market share, debt to equity ratio. The population in this study are all companies in the pulp and paper sub-sector listed on the Indonesia Stock Exchange in the 2013-2016 period. The sampling method in this study uses nonprobability sampling using purposive sampling technique, then obtained a sample of 8 companies.

This study uses a multiple regression analysis method to examine the effect of corporate social responsibility disclosure on firm value by using firm size, market share, debt to equity ratio control variables.

The results of this study indicate that partially and simultaneously corporate social responsibility and control variables of company size, market share, debt to equity ratio have no effect on firm value.

Keywords: Corporate Social Responsibility, Firm value, Firm Size, Debt to Equity Ratio, Market Share