

ABSTRACT

Company value is defined as market value. In general, the company has a purpose to satisfy shareholders by maximizing the value of the company because the value of the company can provide maximum shareholder prosperity if the company's stock price increases. The higher the stock price, the higher the prosperity of shareholders. In this study, the ratio used to measure company value is Price to Book Value (PBV).

This study aims to analyze the effect of Corporate Social Responsibility Disclosure (CSR) using the GRI G4 standard, and Good Corporate Governance (GCG) that is proxied by Independent Commissioners, Managerial Ownership on Corporate Value which is proxied by Price to Book Value (PBV) in the transportation sub-sector company listed on Indonesia Stock Exchange period 2015-2018.

The population in this study are transportation sub-sector company listed on the Indonesia Stock Exchange period 2015-2018. The sample selection in this study used a purposive sampling technique. The sample in this study amounted to 16 companies in the transportation sub-sector within a period of 4 years so that 64 samples were obtained. Data analysis method in this research is panel data regression using Eviews 9 software.

The results showed that the simultaneous disclosure of CSR and GCG affected the company's value. In partial, CSR disclosures are significantly positive towards the company's value. While GCG has no significant effect towards the company's value.

Based on the results of the research, there are suggestions for investors before investing in a company should check the value of a company and social responsibility activities carried out by the company, so it can help an investor for making the decision. For the company, it is advisable to improve the good corporate governance and the disclosure of CSR using GRI to the maximally.

Keywords: *Firm Value, Corporate Social Responsibility Disclosure, Good Corporate Governance.*