

ABSTRACT

Increasing Company Value is one of the most important things for a company because it is a measure of the company's success in the eyes of stakeholders. The increase in the value of the company is influenced by many things, considering that the disclosure of company information varies greatly, so it needs to be studied more deeply regarding its effects and characteristics. This study aims to analyze the effect of corporate governance and profitability on firm value through the disclosure of corporate social responsibility.

The independent variables in this study are Profitability and Corporate Governance. The dependent variable in this study is firm value, while the intervening variable is CSR disclosure. In accordance with Signaling and Stakeholder Theory, Corporate Governance and Profitability and CSR disclosure have a positive influence on Company Value. The population in this study is the Primary Consumer Goods Sector companies listed on the Indonesia Stock Exchange in 2019 – 2021. The method used in sampling in this study is the Purposive Sampling method using predetermined criteria so as to produce 62 samples of consumer goods companies. primer for research. The data in this study is secondary data in the form of the company's annual report and obtained through the company's website, IDX, and financial information from the Bloomberg terminal lab. This study uses descriptive statistical analysis methods, classical assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test and hypothesis testing consisting of path analysis test, Coefficient of Determination Test, T statistic test, and test F statistics.

The results of statistical tests in this study indicate that Corporate Social Responsibility Disclosure has an effect on firm value and profitability has an effect on firm value. However, Corporate Governance has no effect on Corporate Social Responsibility Disclosures, Profitability has no effect on Corporate Social Responsibility Disclosures, Corporate Governance has no effect on Company Value, , Corporate Governance has no effect on Company Value through Corporate Social Responsibility Disclosures, and Profitability does not influence on Company Value through Corporate Social Responsibility Disclosure

Keywords: Disclosure of Corporate Social Responsibility, Company Value, Corporate Governance, and Profitability