

ABSTRAK

HUBUNGAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR) DAN HARGA SAHAM PERUSAHAAN (Studi Empiris pada Perusahaan yang Terdaftar di Bursa Efek Indonesia Tahun 2012-2014)

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Penelitian ini bertujuan untuk mengetahui hubungan antara *Corporate Social Responsibility* (CSR) dan harga saham perusahaan dengan melihat hubungan antara masing-masing indikator CSR dan harga saham, serta hubungan CSR secara keseluruhan dan harga saham perusahaan. Penelitian ini penting bagi investor agar mereka mempertimbangkan pengungkapan CSR perusahaan dalam pengambilan keputusan investasi. Penelitian ini diharapkan akan meningkatkan kesadaran perusahaan untuk melakukan pengungkapan CSR.

Jenis penelitian ini merupakan studi empiris. Pemilihan populasi sasaran menggunakan kriteria-kriteria tertentu. Total populasi sasaran sebanyak 42 perusahaan. Teknik analisis data yang digunakan adalah teknik analisis tabulasi silang (*crosstab*).

Hasil penelitian ini menunjukkan bahwa 1) terdapat hubungan positif dan sangat lemah antara CSR dengan harga saham. 2) terdapat hubungan positif dan sangat lemah antara CSR-Ekonomi dengan harga saham. 3) terdapat hubungan positif dan lemah antara CSR-Lingkungan dengan harga saham. 4) terdapat hubungan positif dan sangat lemah antara CSR-Sosial dengan harga saham.

Kata kunci: *Corporate Social Responsibility*, harga saham.

ABSTRACT

**THE RELATIONSHIP BETWEEN CORPORATE SOCIAL
RESPONSIBILITY (CSR) AND STOCK PRICES
(An Empirical Study on Companies Listed in Indonesia Stock Exchange on
the year 2012-2014)**

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The purpose of this research is to determine the relationship between Corporate Social Responsibility (CSR) and the company's stock price by analyzing the relationship between each of the indicators of CSR and stock prices, and also the relationship overall CSR variable and stock prices. This research is important for investors to consider the corporate social responsibility disclosure in their investment decision making. This research is expected to increase corporate awareness to disclose their corporate social responsibility.

This research is an empirical study. The targeted population were selected based on certain criterias. The targeted population was 42 companies. The data analysis technique used was crosstab analysis.

The results indicated that 1) there was a very weak positive relationship between CSR and the stock price. 2) there was a very weak positive relationship between CSR-Economy and stock prices. 3) there was a weak positive relationship between CSR-Environment and stock prices. 4) there was a very weak positive relationship between CSR-Social and stock prices.

Keywords: Corporate Social Responsibility, stock price