

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh profitabilitas dan ukuran perusahaan terhadap pengungkapan *corporate social responsibility* dan dampaknya terhadap volume perdagangan saham pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia periode 2014-2015.

Teknik sampling dalam penelitian ini menggunakan teknik *simple random sampling* dengan terlebih dahulu mempersempit populasi menggunakan rumus slovin. Sehingga mendapatkan total sampel sebanyak 56 perusahaan. Teknik analisa yang digunakan dalam penelitian ini adalah uji normalitas dan uji linieritas, analisis jalur dan uji hipotesis. Metode penelitian yang digunakan adalah analisis deskriptif dan verifikatif. Metode Deskriptif adalah metode penelitian yang dilakukan untuk mengetahui keberadaan nilai variabel mandiri, baik satu variabel atau lebih (independen) tanpa membuat perbandingan atau menghubungkan dengan variabel lain.

Sedangkan Metode Verifikatif adalah metode penelitian yang bertujuan untuk mengetahui hubungan kausalitas (hubungan sebab akibat) antar variabel melalui suatu pengujian hipotesis menggunakan suatu perhitungan statistik sehingga di dapat hasil pembuktian yang menunjukkan hipotesis ditolak atau diterima.

Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh terhadap pengungkapan *corporate social responsibility*, ukuran perusahaan berpengaruh terhadap pengungkapan *corporate social responsibility*, profitabilitas dan ukuran perusahaan berpengaruh terhadap pengungkapan *corporate social responsibility*, pengungkapan *corporate social responsibility* berpengaruh terhadap volume perdagangan saham, profitabilitas berpengaruh terhadap volume perdagangan saham, ukuran perusahaan berpengaruh terhadap volume perdagangan saham, profitabilitas dan ukuran perusahaan berpengaruh terhadap volume perdagangan saham, profitabilitas tidak berpengaruh terhadap pengungkapan *corporate social responsibility* dan dampaknya terhadap volume perdagangan saham, ukuran perusahaan terhadap pengungkapan *corporate social responsibility* dan dampaknya terhadap volume perdagangan saham, profitabilitas dan ukuran perusahaan berpengaruh terhadap pengungkapan *corporate social responsibility* dan dampaknya terhadap volume perdagangan saham.

Kata Kunci: Profitabilitas, Ukuran Perusahaan, Pengungkapan *Corporate Social Responsibility*, Volume Perdagangan Saham

## **ABSTRACT**

*This research aims to find out how big an influence profitability and company size against of corporate social responsibility disclosure and its impact on trading volume activity in manufacured company were listed on the Indonesia stock exchange period 2014-2015.*

*Sampling techniques in the study using a simple random sampling technique by first narrow the population using a formula slovin. So get the total sample as many as 56 companies. The technique of analysis used in this study was a test of normality and test of liniearity, path analysis and test hypotheses. The research method used is the analysis of descriptive and verifikatif. The descriptive method is a method of research conducted to know the existence of the independent variable values, whether one or more variables (independent) without making comparisons or connect with other variables.*

*While the Verifikatif Method is a method of research that aims to find out the relation of causality (causal relationship) between a variable through a hypothesis testing using a statistical calculation so that in can be the result of proof that suggests the hypothesis is rejected or accepted.*

*Research results show that the effect on profitability of corporate social responsibility disclosure, company size influence on corporate social responsibility disclosure, profitability and company size effect on corporate social responsibility disclosure, corporate social responsibility disclosure affects the trading volume activity, profitability effect on trading volume activity, company size effect on the trading volume activity, profitability and company size influence on trading volume activity, profitability has no effect against of corporate social responsibility disclosure and its impact on the trading volume activity, company size has no effect against of corporate social responsibility disclosure and its impact on the trading volume activity, profitability and company size influence on disclosure of corporate social responsibility and its impact on the volume of stock trading.*

*Keyword: Profitability, Company Size, Corporate Social Responsibility Disclosure, Trading Volume Activity*