

## ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh *Good Corporate Governance* dan *Corporate Social Responsibility* terhadap nilai perusahaan pada perusahaan jasa sektor keuangan sub sektor bank yang terdaftar di bursa efek Indonesia tahun 2011-2015.

Teknik sampling yang digunakan dalam penelitian ini adalah *purposive sampling* dengan kriteria: Perusahaan jasa sektor keuangan sub sektor bank yang mempublikasikan annual report secara lengkap periode tahun 2011-2015 dan perusahaan jasa sektor keuangan sub sektor bank yang tidak mengalami penurunan nilai perusahaan diukur menggunakan rasio PBV. Teknik analisa yang dipakai dalam penelitian ini adalah uji asumsi klasik, analisis korelasi, analisis linier berganda, pengujian hipotesis dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa variabel *Good Corporate Governance* berpengaruh terhadap nilai perusahaan secara parsial, *Corporate Social Responsibility* berpengaruh terhadap nilai perusahaan secara parsial dan *Good Corporate Governance* dan *Corporate Social Responsibility* berpengaruh terhadap nilai perusahaan secara simultan.

Kata kunci: *Good Corporate Governance*, *Corporate Social Responsibility*, Nilai Perusahaan.

## **ABSTRACT**

*This study aims to examine the influence of Good Corporate Governance and Corporate Social Responsibility the the firm value in financial services company sub sector of the bank listed in Indonesia stock exchange year 2011-2015*

*Sampling technique used in this research is purposive sampling with criteria: financial services company sub sector of the bank which publish annual report complete period of year 2011-2015 and financing services company sub sector of the bank which does not decrease the firm value measured using PBV ratio. Analytical techniques used in this study are assumption test, correlation analysis, multiple linear analysis, hypothesis testing and coefficient of determination.*

*The result of the research shows that the variable of Good Corporate Governance influence partially to the firm value, Corporate Social Responsibility influence partially to the firm value and Good Corporate Governance and Corporate Social Responsibility influence too the firm value simultaneously*

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