

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Political Connection*, *Corporate Social Responsibility*, dan *Financial Performance (Loan to Deposit Ratio, Capital Adequacy Ratio dan Net Profit Margin)* terhadap Nilai Perusahaan. Penelitian ini dilakukan pada perusahaan sektor keuangan subsektor perbankan yang terdaftar di Bursa Efek Indonesia selama periode 2020-2023 dengan menggunakan analisis deskriptif dan analisis verifikatif dengan jumlah sampel 18 perusahaan. Teknik pengumpulan data menggunakan data sekunder. Analisis statistik yang digunakan dalam penelitian ini adalah uji normalitas, uji multikolinieritas, uji heteroskedastisitas, analisis regresi data panel, pengujian hipotesis dengan menggunakan uji simultan dan parsial, serta analisis koefisien korelasi dan koefisien determinasi dengan bantuan *EViews 13*.

Berdasarkan hasil penelitian yang telah dilakukan, dapat diketahui bahwa secara parsial *Political Connection* berpengaruh terhadap Nilai Perusahaan sebesar 16,56%, *Corporate Social Responsibility* berpengaruh terhadap Nilai Perusahaan sebesar 19,85%, *Loan to Deposit Ratio* berpengaruh terhadap Nilai Perusahaan sebesar 12,96%, *Capital Adequacy Ratio* berpengaruh terhadap Nilai Perusahaan sebesar 11,58% dan *Net Profit Margin* berpengaruh terhadap Nilai perusahaan sebesar 11,81%. Secara simultan pengaruh *Political Connection*, *Corporate Social Responsibility*, *Loan to Deposit Ratio*, *Capital Adequacy Ratio* dan *Net Profit Margin* terhadap Nilai Perusahaan sebesar 72,55% sedangkan sisanya yaitu 27,45% merupakan pengaruh faktor diluar variabel yang diteliti.

kata kunci: *Political Connection*, *Corporate Social Responsibility*, *Loan to Deposit Ratio*, *Capital Adequacy Ratio*, *Net Profit Margin*, Nilai Perusahaan.

## ABSTRACT

*This research aims to test and analyze the influence of Political Connection, Corporate Social Responsibility, and Financial Performance (Loan to Deposit Ratio, Capital Adequacy Ratio and Net Profit Margin) on Company Value. This research was conducted on financial sector companies in the banking subsector listed on the Indonesia Stock Exchange during the 2020-2023 period using descriptive analysis and verification analysis with a sample size of 18 companies. Data collection techniques use secondary data. The statistical analysis used in this research is the normality test, multicollinearity test, heteroscedasticity test, panel data regression analysis, hypothesis testing using simultaneous and partial tests, as well as analysis of the correlation coefficient and coefficient of determination with the help of EViews 13.*

*Based on the results of the research that has been carried out, it can be seen that partially Political Connection has an effect on Company Value by 16.56%, Corporate Social Responsibility has an effect on Company Value by 19.85%, Loan to Deposit Ratio has an effect on Company Value by 12.96%, Capital Adequacy Ratio has an effect on company value by 11.58% and Net Profit Margin has an effect on company value by 11.81%. Simultaneously, the influence of Political Connection, Corporate Social Responsibility and Financial Performance (Loan to Deposit Ratio, Capital Adequacy Ratio and Net Profit Margin) on Company Value is 72.55%, while the remaining 27.45% is the influence of factors outside the variables studied.*

*Keywords: Political Connection, Corporate Social Responsibility, Loan to Deposit Ratio, Capital Adequacy Ratio, Net Profit Margin, Company Value*