

**PENGARUH *GOOD CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY*, KINERJA KEUANGAN, DAN UKURAN PERUSAHAAN TERHADAP NILAI PERUSAHAAN**

**ABSTRAKSI**

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Nilai perusahaan yang tinggi merupakan tujuan yang hendak dicapai oleh perusahaan. Tingginya nilai perusahaan menunjukkan kemakmuran pemegang saham sehingga para pemegang saham akan menginvestasikan modalnya kepada perusahaan tersebut Terdapat beberapa faktor yang dapat memengaruhi nilai perusahaan, salah satunya adalah *Good Corporate Governance, Corporate Social Responsibility*, Kinerja Keuangan dan Ukuran Perusahaan. Penelitian ini dimaksudkan untuk melihat pengaruh *Good Corporate Governance, Corporate Social Responsibility*, Kinerja Keuangan dan Ukuran Perusahaan terhadap Nilai Perusahaan.

Metode penelitian yang digunakan adalah metode penelitian kuantitatif. Dengan populasi dan sampel dalam penelitian ini adalah seluruh perusahaan perbankan yang terdaftar di Bursa Efek Indonesia dari tahun 2018 – 2020. Teknik pengambilan sampelnya purposive sampling dan diperoleh sampel sebanyak 10 perusahaan. Teknik analisis data menggunakan uji asumsi klasik. Pengujian hipotesis menggunakan analisis linier berganda.

Berdasarkan analisis data secara parsial dapat disimpulkan bahwa *Good Corporate Governance* berpengaruh signifikan terhadap nilai perusahaan, *Corporate Social Responsibility* tidak berpengaruh signifikan terhadap nilai perusahaan, .Kinerja Keuangan berpengaruh signifikan terhadap nilai perusahaan, dan Ukuran Perusahaan berpengaruh signifikan terhadap nilai perusahaan. Nilai koefisien determinasi ( $R^2$ ) diperoleh 0,708. Artinya dalam penelitian ini variabel *Good Corporate Governance, Corporate Social Responsibility*, Kinerja Keuangan dan Ukuran Perusahaan mampu untuk mempengaruhi nilai perusahaan sebesar 70,8% dan sisanya 29,2% dipengaruhi oleh faktor lain.

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

***THE EFFECT OF GOOD CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY, FINANCIAL PERFORMANCE, AND FIRM SIZE ON FIRM VALUE***

***ABSTRACT***

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*High corporate value is a goal to be achieved by the company. The high value of the company indicates the prosperity of shareholders so that shareholders will invest their capital in the company. There are several factors that can affect the value of the company, one of which is Good Corporate Governance, Corporate Social Responsibility, Financial Performance and Company Size. This study is intended to see the effect of Good Corporate Governance, Corporate Social Responsibility, Financial Performance and Company Size on Firm Value.*

*The research method used is a quantitative research method. The population and sample in this study are all banking companies listed on the Indonesia Stock Exchange from 2018 - 2020. The sampling technique is purposive sampling and a sample of 10 companies is obtained. The data analysis technique uses the classical assumption test. Hypothesis testing using multiple linear analysis.*

*Based on partial data analysis, it can be concluded that Good Corporate Governance has a significant effect on firm value, Corporate Social Responsibility has no significant effect on firm value, Financial Performance has a significant effect on firm value, and Firm Size has a significant effect on firm value. The value of the coefficient of determination ( $R^2$ ) is 0.661. This means that in this study the variables of Good Corporate Governance, Corporate Social Responsibility, Financial Performance and Company Size are able to influence the value of the company by 66.1% and the remaining 33.9% is influenced by other factors.*

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