

## ABSTRACT

*This research aims to identify factors that affect the financial performance of a company measured through the approach of market based (firm value) and accounting based (return on assets) such as corporate social responsibility, leverage, and firm size of companies' listed in the Indonesian Stock Exchange using stakeholders' theory approaches.*

*This research uses quantitative approach and multiple linear regression method to analyze the data. The target populations of this study are all non-financial companies registered in Indonesia Stock Exchange in 2012-2016 which are equal to 885 year observations. The independent variables used in this study are corporate social responsibility, leverage, and firm size.*

*The study result showed that leverage has a positive significant and firm size has a negative significant impact on firm value. On the other hand, corporate social responsibility has no impact on firm value. Meanwhile, corporate social responsibility, firm size and leverage have negative and significant impact on return on assets.*

*Keywords: corporate social responsibility, leverage, firm size, return on assets, firm value*

## INTISARI

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi kinerja perusahaan yang diukur melalui pendekatan *market based (firm value)* dan *accounting based (return on assets)* pada perusahaan yang terdaftar di Bursa Efek Indonesia (BEI) sektor non keuangan dengan pendekatan teori *stakeholders*.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode regresi linear berganda untuk melakukan analisis data. Target populasi dalam penelitian ini adalah seluruh perusahaan non-keuangan yang terdaftar di Bursa Efek Indonesia periode 2012-2016 yang berjumlah sebanyak 885 observasi. Variabel independen dari penelitian ini adalah *corporate social responsibility*, *leverage*, dan *firm size*.

Temuan dari penelitian ini adalah bahwa *leverage* berpengaruh signifikan positif dan *firm size* berpengaruh signifikan negatif terhadap *firm value*. Di sisi lain, *corporate social responsibility* tidak berpengaruh signifikan terhadap *firm value*. Sementara itu, *corporate social responsibility*, *leverage* dan *firm size* berpengaruh signifikan negatif terhadap *return on assets*.

Kata Kunci: tanggung jawab sosial perusahaan, utang, ukuran perusahaan, *return on assets*, nilai perusahaan