

ABSTRACT

Profitability and Corporate Social Responsibility can be used as aspects that affect the increase in firm value that can attract stakeholders to invest. There are 16 samples of mining companies from 48 companies through purposive sampling technique. The data analysis are classical assumption test, path analysis, and t-test. According to the results of the t-test, it explains that the t-count value of 1.207 is less than the t-table of 1.678, it means that the profitability doesn't affect the firm value. The t-count value is (0.700) less than the t-table which is 1.678, so Profitability doesn't affect Corporate Social Responsibility. The t-count value of 3.041 is greater than the t-table which is 1.678, so that Corporate Social Responsibility has an influence on Firm Value. According to the results of the path analysis calculation, it is known that the t-count value in the Profitability variable after mediation is greater than 2.341 than before the mediation, which is 1.207 and the t-count value after mediation is greater than the t-count, namely 1.678. This means that the indirect relationship between Profitability and Company Value can be mediated by Corporate Social Responsibility. High profitability doesn't necessarily affect company value. So that Corporate Social Responsibility can be used as an evaluation for investment by stakeholders.

Keyword: Profitability, Firm Value, Corporate Social Responsibility

ABSTRAK

Profitabilitas dan *Corporate Social Responsibility* dapat dijadikan sebagai aspek yang memengaruhi peningkatan nilai perusahaan yang dapat menarik para pemangku kepentingan untuk berinvestasi. Terdapat 16 sampel perusahaan pertambangan dari 48 perusahaan melalui teknik *sampling purposive*. Analisis datanya yakni uji asumsi klasik, analisis jalur, dan uji-t. Menurut hasil uji-t menjelaskan bahwa nilai t_{hitung} sebesar 1,207 kurang dari t_{tabel} yakni 1,678, maka berarti bahwa Profitabilitas tidak memengaruhi Nilai Perusahaan. Nilai t_{hitung} sebesar (0,700) kurang dari t_{tabel} yakni 1,678, maka Profitabilitas tidak memengaruhi *Corporate Social Responsibility*. Nilai t_{hitung} sebesar 3,041 lebih besar dari t_{tabel} yakni 1,678, maka *Corporate Social Responsibility* dapat memengaruhi Nilai Perusahaan. Menurut perhitungan analisis jalur diketahui bahwa nilai t_{hitung} pada variabel Profitabilitas setelah di mediasi menjadi lebih besar sebesar 2,341 daripada sebelum di mediasi yakni sebesar 1,207 dan nilai t_{hitung} setelah di mediasi lebih besar dari t_{hitung} yakni 1,678. Artinya hubungan tidak langsung antara Profitabilitas dengan Nilai Perusahaan dapat di mediasi dengan *Corporate Social Responsibility*. Profitabilitas yang tinggi belum tentu dapat memengaruhi nilai perusahaan. Sehingga *Corporate Social Responsibility* dapat dijadikan evaluasi untuk penanaman modal oleh para pemangku kepentingan.

Kata kunci: Profitabilitas, Nilai Perusahaan, *Corporate Social Responsibility*