

ABSTRACT

The social and environmental responsibilities that a company applies to a unique attraction for both foreign and domestic investors. Samples obtained as many as 12 mining companies listed on the Indonesia stock Exchange using the purposive sampling method. The analysis of the data used is the path of analysis with classification, coefficient of determination, and T-Test. Based on the results of test-T gained significant status of Return On Investment $0.000 < 0.05$ means that Return on investment significantly affects the stock price. The significant level of Return On investment of $0.763 > 0.05$ means, Return On Investment has no significant effect on the Corporate social Responsibility. A significant level of stock price of $0.396 > 0.05$ means, stock price has no significant effect on Corporate social Responsibility. And from the test results the analysis of the line obtained a direct influence value of 0.714 while the value of indirect influence of (-0.0735) means Corporate social Responsibility is not able to process Return On Investment against the share price.

Keyword : Return On Investment, Stock price & Corporate social Responsibility

ABSTRAK

Kewajiban Sosial dan Lingkungan yang diterapkan suatu perusahaan bisa jadi hal yang menarik bagi para investor baik luar maupun dalam negeri. Dari 12 Sampel perusahaan pertambangan yang terdaftar di Bursa Efek Indonesia dengan menggunakan metode purposive sampling. Analisis data yang digunakan yakni uji path analys (analisis jalur) dengan uji asumsi klasik, koefisien determinasi, dan uji-t. Berdasarkan hasil uji-t diperoleh taraf signifikan Return On Investment $0,000 < 0,05$ artinya, Return On Investment berpengaruh signifikan terhadap Harga Saham. Taraf signifikan Return On Investment sebesar $0,763 > 0,05$ berarti, Return On Investment tidak berpengaruh signifikan terhadap Corporate Sosial Responsibility. Taraf signifikan Harga Saham sebesar $0,396 < 0,05$ artinya, Harga Saham tidak berpengaruh signifikan terhadap Corporate Sosial Responsibility. Dan dari hasil uji analisis jalur diperoleh nilai pengaruh langsung sebesar $0,714$ sedangkan nilai pengaruh tidak langsung sebesar $(-0,0735)$ artinya Corporate Sosial Responsibility tidak dapat memediasi Return On Investment terhadap Harga Saham.

Kata Kunci : *Return On Investment, Harga Saham & Corporate Sosial Responsibility*