

ABSTRACT

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE GOVERNANCE ON FIRM VALUE IN FOOD AND BEVERAGE COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (2020-2022)

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This study aims to analyze the effect of Corporate Social Responsibility (CSR) and Corporate Governance on firm value in food and beverage companies listed on the Indonesia Stock Exchange (IDX) during the period 2020–2022. Corporate governance in this study is proxied by institutional ownership, managerial ownership, independent board of commissioners, and audit committee. Firm value is measured using the Price to Book Value (PBV) ratio.

This research employs a quantitative explanatory approach using secondary data obtained from annual reports and sustainability reports. The sample was selected using a purposive sampling method, resulting in 10 food and beverage companies. Data analysis was conducted using panel data regression analysis with the assistance of EViews software.

The results indicate that Corporate Social Responsibility (CSR) partially affects firm value. Meanwhile, corporate governance variables show mixed results, where institutional ownership, managerial ownership, independent board of commissioners, and audit committee have varying effects on firm value. Simultaneously, CSR and corporate governance have a significant effect on firm value. This study is expected to provide useful insights for companies in implementing CSR and corporate governance practices to enhance firm value.

Keywords: Corporate Social Responsibility, Corporate Governance, Firm Value, Price to Book Value, Food and Beverage Companies.

