

ABSTRACT

Firm's value is a certain condition that must be achieved by a company that usually sees the stock price owned by a company, and also becomes a benchmark for investors to invest. It can also be said to be an illustration of the good or bad activities carried out by a company. Somethings that can affect the increase or decrease of the firm's value are good corporate governance mechanisms and also corporate social responsibility.

This study aims to find out simultaneously or partially about Good Corporate Governance mechanisms (which is proxied with manajerial ownership, institutional ownership, board of commisioner, audit committee) and Corporate Social Responsibility on Firm's Value which is measure using Price to Book Value (PBV) consumer and goods industries sector company listed in Indonesian Stock Exchange periode 2014-2017.

In this study using a purposive sampling techniques, so as to produce as many as 12 samples of the company with study periode of 4 years, so as to obtain a sample of 48 samples. The analytical method used is data panel regression. And using Eviews 9 software.

The results of this study indicate that the Good Corporate Governance mechanisms and Corporate Social Responsibility simultaneously influence the Firm's Value. But partially Good Corporate Governance mechanisms which is proxied with manajerial ownership, institutional ownership, and Corporate Social Responsibility has no effect the Firm's Value. And Good Corporate Governance mechanisms which is proxied with board of commissioner has a negative influence, while the audit committee has a positive influence the Firm's Value.

For investors, who will invest their shares in the goods and consumption industry sector companies listed on Indonesian Stock Exchange, it is recommended that they always pay attention to stability of the number of board of the commissioners and the number of meetings held by the audit committee before investing, because these variables have influence.

Keywords: *Corporate Social Responsibility, Firm's Value, and Good Corporate Governance Mechanisms.*