

ABSTRACT

This study purpose is to determine the effect of ROA to corporate value which is proxied by PBV and can the CSR moderate the effect of ROA to the corporate value. The goal of the company is to maximize the corporate value that is reflected in its share price. One of the factors that effect stock price is the company's ability to pay dividends is closely related to the ability of the company makes a profit. ROA is a ratio that measures a company's ability to utilize the assets for a profit. CSR disclosure can be used as a corporate excellence. Companies that have a good environmental and social performance will responded positively by investors through increased share price. The population in this study are the coal mining subsector that listed on the Indonesia Stock Exchange in 2011-2014.

This research is classified as a descriptive and verification research that has a causality character. Sampling technique used was non-probability sampling. The sample selected by use purposive sampling, and theres 12 companies selected as a sample. The data used in this research is secondary data. The analysis method used in this research are the normality test , autocorrelation test, heteroscedasticity test, simple regression analysis, and moderated regression analysis (MRA).

Based on the results of the regression analysis, can be concluded that ROA effect the corporate value. The results of the MRA showed that CSR is not able to moderate the effect of ROA to the corporate value.

Keyword: Return on asset, corporate value, and corporate social responsibility