## *ABSTRACT*

*Company value is a market response which is reflected in the company's stock price which is an assessment of the company's performance. Increasing the value of the company is an achievement that is in accordance with the wishes of the owner because with the increase in the value of the company, the welfare of the owners also increases.*

*This study aims to determine and analyze the effect of corporate social responsibility using the GRI Standard guidelines on firm value using Tobin's Q with investment opportunity set as moderation using market value to book value of equity (MVE/BVE). The sampling technique used is purposive sampling. The sample of this study amounted to 122 manufacturing companies with a research period of 3 years in order to obtain 366 observational data. There are 244 outlier data, so that the observation data used in this study were 122 observational data. The analytical method used in this research is panel data regression analysis and moderate regression analysis using Eviews version 12 software.*

*The results of this test indicate that corporate social responsibility and investment opportunity set have a simultaneous effect on firm value. Partially, corporate social responsibility has effect on firm value. Investment opportunity set has a significant no effect on firm value. The investment opportunity set moderates the effect of corporate social responsibility on firm value.*

*Keyword : Corporate Social Responsibility, Investment Opportunity Set, Company Value*