

## ABSTRAK

**Anggi Putra Satria Sitohang. NIM 7173220005. Pengaruh Asimetri Informasi, Media Exposure, Struktur Modal, dan Pertumbuhan Perusahaan terhadap Nilai Perusahaan Pertambangan yang Terdaftar di Bursa Efek Indonesia, dengan Corporate Social Responsibility sebagai Variabel Intervening. Skripsi, Program Studi Akuntansi, Fakultas Ekonomi, Universitas Negeri Medan 2022.**

Permasalahan dalam penelitian ini adalah apakah Asimetri Informasi, Media Exposure, Struktur Modal, dan Pertumbuhan Perusahaan berpengaruh terhadap Nilai Perusahaan, dengan Corporate Social Responsibility sebagai variabel *intervening*. Tujuan penelitian ini adalah untuk menjawab permasalahan dalam penelitian ini.

Populasi dalam penelitian ini adalah seluruh perusahaan pertambangan terdaftar di Bursa Efek Indonesia periode 2015-2020. Pemilihan sampel dilakukan menggunakan metode *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini yaitu menggunakan analisis jalur, uji hipotesis t untuk melihat pengaruh secara parsial, uji hipotesis F untuk melihat pengaruh secara simultan, dan uji Sobel untuk melihat nilai signifikansi variabel *intervening* dalam memediasi hubungan variabel independen dan variabel dependen.

Hasil penelitian ini menunjukkan bahwa secara simultan nilai signifikansi asimetri informasi, *media exposure*, struktur modal terhadap *corporate social responsibility* adalah 0,000, sementara secara parsial masing-masing adalah 0,294, 0,000, 0,492, dan 0,286. Hasil penelitian ini menunjukkan bahwa secara simultan nilai signifikansi asimetri informasi, *media exposure*, struktur modal, *corporate social responsibility* terhadap nilai perusahaan adalah 0,188, sementara secara parsial masing-masing adalah 0,498, 0,093, 0,276, 0,756, dan 0,057.

Kesimpulan penelitian ini menunjukkan bahwa secara simultan, asimetri informasi, *media exposure*, struktur modal, dan pertumbuhan perusahaan berpengaruh positif terhadap *corporate social responsibility*. Selain itu, secara simultan, asimetri informasi, *media exposure*, struktur modal, pertumbuhan perusahaan, dan *corporate social responsibility* berpengaruh positif terhadap nilai perusahaan. Sementara secara parsial, asimetri informasi, struktur modal, dan pertumbuhan perusahaan tidak berpengaruh terhadap *corporate social responsibility* dan nilai perusahaan, *media exposure* berpengaruh positif terhadap *corporate social responsibility*, *media exposure* dan *corporate social responsibility* tidak berpengaruh terhadap nilai perusahaan. Selanjutnya, *corporate social responsibility* tidak dapat memediasi hubungan parsial asimetri informasi, *media exposure*, struktur modal, pertumbuhan perusahaan terhadap nilai perusahaan.

**Kata kunci:** asimetri informasi, *media exposure*, struktur modal, pertumbuhan perusahaan, *corporate social responsibility*, nilai perusahaan.

## ABSTRACT

**Anggi Putra Satria Sitohang. NIM 717320005. The Effect of Information Asymmetry, Media Exposure, Capital Structure, and Company Growth on the Value of Mining Companies Listed on the Indonesia Stock Exchange, with Corporate Social Responsibility as an Intervening Variable. Undergraduate Thesis, Accounting Study Program, Faculty of Economics, Universitas Negeri Medan 2022.**

The problem in this study is whether Information Asymmetry, Media Exposure, Capital Structure, and Company Growth affect Firm Value, with Corporate Social Responsibility as an intervening variable. The purpose of this study is to answer the problems in this study.

The population in this study is all mining companies registered in the Indonesia Stock Exchange for the 2015-2020 period. The purposive sampling method is used for the sample selection. The data analysis technique used in this study is path analysis, t-hypothesis test is used to see the partial effects, hypothesis F test is used to see the simultaneous effects, and Sobel test is used to see the significance value of the intervening variable in mediating the relationships between independent variables and dependent variable.

The results of this study indicate that simultaneously the significance value of information asymmetry, media exposure, capital structure to corporate social responsibility is 0.000, while partially each is 0.294, 0.000, 0.492, and 0.286. The results of this study indicate that simultaneously the significance value of information asymmetry, media exposure, capital structure, corporate social responsibility to firm value is 0.188, while partially each is 0.498, 0.093, 0.276, 0.756, and 0.057.

Conclusions of this study show that simultaneously, information asymmetry, media exposure, capital structure, and company growth have a positive effect on corporate social responsibility. In addition, simultaneously, information asymmetry, media exposure, capital structure, company growth, and corporate social responsibility have a positive effect on firm value. While partially, information asymmetry, capital structure, and company growth have no effect on corporate social responsibility and firm value, media exposure has a positive effect on corporate social responsibility, media exposure and corporate social responsibility has no effect on company value. Furthermore, corporate social responsibility cannot mediate the partial relationships of information asymmetry, media exposure, capital structure, company growth to firm value.

**Keywords: information asymmetry, media exposure, capital structure, company growth, corporate social responsibility, firm value.**