ABSTRACT

Nayla Mawaddah S.Pane, NIM. 7213510060 (2026), ***Moderation of Corporate Social Responsibility in the Relationship between Profitability, Cost of Goods Sold (BOPO), and the Value of Companies Listed on the Indonesia Stock Exchange (IDX) for the 2014-2023 Period.***

This study was conducted to determine the effect of profitability and BOPO on company value, as well as to see whether Corporate Social Responsibility (CSR) can moderate this relationship. This study used banking companies listed on the Indonesia Stock Exchange (IDX) during the period 2014–2023. Profitability is measured by ROA, BOPO is used as a measure of operational efficiency, company value is proxied by PBV, and CSR is measured by the level of disclosure based on GRI standards. The data analysis methods used were panel data regression and Moderated Regression Analysis (MRA). The results show that profitability has a positive effect on company value, while BOPO has a negative effect. In addition, CSR is proven to strengthen the effect of profitability on company value, but it cannot moderate the effect of BOPO on company value. Overall, the results of this study indicate that CSR disclosure can improve market perception when companies record good financial performance, but it cannot offset the negative impact of high BOPO.

Keywords: *Profitability, BOPO, CSR, Company Value, Banking.*

ABSTRAK

Nayla Mawaddah S.Pane, NIM. 7213510060 (2026), ***Moderasi Corporate Social RESPONSIBILITY*** **Dalam Hubungan Profitability Dengan Bopo Dengan Nilai Perusahaan Yang Terdaftar Di Bei Periode 2014-2023.**

Penelitian ini dilakukan untuk mengetahui pengaruh profitabilitas dan BOPO terhadap nilai perusahaan, serta untuk melihat apakah Corporate Social Responsibility (CSR) dapat memoderasi hubungan tersebut. Penelitian ini menggunakan perusahaan perbankan yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2014–2023. Profitabilitas diukur dengan ROA, BOPO digunakan sebagai ukuran efisiensi operasional, nilai perusahaan diproksikan dengan PBV, dan CSR diukur melalui tingkat pengungkapan berdasarkan standar GRI. Metode analisis yang digunakan adalah regresi data panel dan Moderated Regression Analysis (MRA). Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh positif terhadap nilai perusahaan, sedangkan BOPO berpengaruh negatif. Selain itu, CSR terbukti mampu memperkuat pengaruh profitabilitas terhadap nilai perusahaan, namun tidak dapat memoderasi pengaruh BOPO terhadap nilai perusahaan. Secara keseluruhan, hasil penelitian ini menunjukkan bahwa pengungkapan CSR dapat meningkatkan persepsi pasar ketika perusahaan mencatatkan kinerja keuangan yang baik, tetapi belum mampu menutupi dampak negatif dari tingginya BOPO.

Kata kunci: Profitabilitas, BOPO, CSR, Nilai Perusahaan, Perbankan