

## ABSTRAK

**Panca Ridho Hayati Simanjuntak, NIM. 7123210051. Pengaruh *Likuiditas, Asset Size* dan *Leverage* Terhadap *Corporate Social Responsibility* Perusahaan Pertambangan Yang Terdaftar Di Bursa Efek Indonesia Tahun 2011-2014. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2016.**

Penelitian ini merupakan studi empiris terhadap praktik luas pengungkapan *corporate social responsibility* perusahaan dalam laporan tahunan perusahaan yang termasuk dalam pertambangan di BEI. Penelitian ini bertujuan membuktikan pengaruh *likuiditas, asset size, dan leverage* terhadap *corporate social responsibility*.

Desain penelitian ini termasuk penelitian asosiatif kausal (hubungan sebab akibat). Data yang digunakan dalam penelitian ini data kuantitatif. Populasi dalam penelitian ini adalah seluruh Perusahaan Pertambangan yang terdaftar di BEI Tahun 2011-2014. Teknik pengambilan sampel adalah *total sampling* sehingga sampel dalam penelitian ini adalah seluruh jumlah populasi yaitu 40 perusahaan. Analisis data dalam penelitian ini menggunakan analisis jalur. Metode pengujian hipotesis menggunakan Uji-T.

Berdasarkan hasil analisis diketahui bahwa *likuiditas* perusahaan tidak berpengaruh signifikan terhadap *corporate social responsibility*. *Asset size* berpengaruh negative dan signifikan terhadap *corporate social responsibility*. *Leverage* tidak berpengaruh signifikan terhadap *corporate social responsibility* perusahaan.

Kata Kunci: *Corporate Social Responsibility, Likuiditas, Asset Size, dan Leverage*

## ABSTRACT

**Panca Ridho Hayati Simanjuntak, NIM. 7123210051. The effect of Liquidity, Asset Size and Leverage Against Corporate Social Responsibility of Mining Companies Listed on the Indonesia Stock Exchange Year 2011-2014. Thesis Department of Management, Faculty of Economics, University of Medan, 2016.**

This research is an empirical study on the practice of disclosure of corporate social responsibility in the company's annual report are included in the mining company on the Stock Exchange. This study aims to prove the effect of liquidity, asset size, and leverage to corporate social responsibility.

The study design includes associative causal research (causality). The data used in this study quantitative data. The population in this study are all Mining Company listed on the Stock Exchange Year 2011-2014. The sampling technique is total sampling so that the sample in this study is a whole number of population is 40 companies. Analysis of the data in this study using path analysis. Method of hypothesis testing using the Test-T.

Based on the results of analysis show that the company's liquidity no significant effect on corporate social responsibility. Asset size and significant negative effect on corporate social responsibility. Leverage does not significantly influence the company's corporate social responsibility.

Keywords: Corporate Social Responsibility, Liquidity, Asset Size and Leverage

