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Determination of A Firm Value with CSR as a Moderation Variable

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ABSTRACT

The study aims to test the effect of profitability, leverage, and corporate size on a Firm Value with CSR as a moderation variable. Based on research methods, this research is classified as pure research. The method of data collection used in this study is to use the method of documentation through the company's financial statements published through the official website of the Indonesia Stock Exchange (IDX) which is www.idx.co.id. The population in this study used companies listed on the Indonesia Stock Exchange for the period 2015-2020. The sample used is a manufacturing company listed on the Indonesia stock exchange for the period 2015-2020. The sampling method uses purposive sampling with a sample of 24 companies that fit the criteria. Data analysis techniques use multiple linear regression analysis and multiple regression analysis, using spss software application version 25. The results showed that simultaneously profitability, leverage, and the size of the company had a significant effect on the Firm Value. Partially profitability and laverage have a significant positive effect on the Firm Value. But the size of the company has no effect on the Firm Value. CSR variables are able to moderate the influence of profitability and the influence of leverage on the Firm Value. But at the size of the company, corporate social responsibility is not able to moderate the influence of the size of the company on the Firm Value.

Keyword: *Profitability; Leverage; Firm Size; Corporate Social Responsibility*

INTRODUCTION

Indonesia's capital market industry in recent years has undergone many changes, not only the number of issuers, but the number of investors. This is proof that the development of capital markets in the country has accelerated. Throughout 2020, the number of investors in Indonesia's own capital market, consisting of stock, bond, and mutual fund investors, increased by 56% to reach 3.87 million Single Investor Identification (SID) with the number of institutional investors above 30 thousand. (detik.com, Rabu/10/03/2021)

The Firm Value is interpreted as a condition of the achievement of a company that has gained public trust by the company (Nasution, Maksum, and Rujiman, 2020). The better the Firm Value and the amount of public trust, it will increase one's interest or attract investors to invest in the company. The Firm Value can be reflected in the high or low stock price in the capital market. (Safitri, 2018).

The company's main goal is to maximize the Firm Value through maximizing profits that serve to prosper shareholders. Factors that affect the Firm Value include profitability, leverage, and the size of the company. One way to maximize a Firm Value is through profitability. According to Husnan and Pudjiastuti (2015) that profitability is the ability of a company to generate profits (profit) at a certain level of sales, assets and stock capital. Companies are able to make profits increase by seeing profitability as a measure and performance of the company produced by the company. If the company is able to perform well, then the company gets a positive response from investors and can also increase the company's stock price.

According to research from Ika (2015), Anggitasari (2012) and Putri (2017), and Septriana (2019) stated that profitability has a significant positive effect on the Firm Value. The results of the study became inconsistent with research from Putra (2013), Aisyatul (2014), Triagustina (2015), Noviani (2019), and Andianto (2014) and Crisostomo et al., (2011) which stated that profitability did not have a significant influence on the value of the firm. The next affect on value of the firm is leverage (DER). Leverage is the use of assets and sources of funds by companies that have a fixed cost (fixed expense) means the source of funds derived from the loan because it has interest as a fixed expense with a view to increasing the potential profits of shareholders (Sjahrial 2013: 23). In a company, you need funds to run their business. One example of a source of funds for a company is debt or loans. Companies that use debt or loans must adjust to the needs of the company, so as not to happen unwanted or avoid risk.

There are two impacts if the company uses leverage, namely the impact of posiif and negative impact. The positive impact is that if the use of leverage the greater the income received from the use of these funds is greater than the financial burden incurred as long as it is managed optimally, while the negative impact of the greater the use of leverage can cause the interest burden to be even greater.

Rudangga and Sudiarta 's research (2016) showed that leverage has a significant positive effect on the Firm Value. While in the research Prastika (2012) said that leverage has a negative and significant effect on the Firm Value. Hidayah (2016) states that the opposite result is that leverage has no effect on the Firm Value. The last factor that affects a Firm Value is the size of the company. As is the case for potential investors, the size of the company becomes a desirable one in the selection of the company. The size of the company is also a value to indicate the size or smallness of a company. The higher the size of the company, the easier it is for the company to get a good source of funding. Companies are categorized into two types, namely small-scale companies and large-scale companies. Of course, large-scale companies can attract investors who will later influence the Firm Value.

According to Nuraina (2012) states that the size of the company describes the size of a company indicated by the total assets, the number of sales, the average total sales and the average total assets. So, the size of the company is the size or size of assets owned by a company. According to Nuraina (2012), Rizqia, et al (2013), and Hasania (2016) the study found that the size of the company had a significant positive influence on the Firm Value. A large company will be easier to access into the capital market, so it will be easy to get investors so that the Firm Value will increase through its stock price.

A company has corporate responsibilities. Where corporate responsibility is monitored from social, environmental and financial aspects so that every company has an obligation to disclose information about its corporate social responsibility or commonly called Corporate Social Responsibility (CSR). In this study, CSR serves as a moderation variable to see if CSR will be able to strengthen or weaken the relationship between profitability, leverage and the size of the company to the Firm Value. CSR variables are used as moderation variables because they are based on stakeholder theory that companies must disclose social responsibility to stakeholders (Wedhana, 2015).

According to Susanti (2011) concluded that CSR can strengthen the influence of profitability on the Firm Value. There are researchers who concluded that CSR weakens the influence of profitability on the Firm Value (Wulandari and Wiksuana, 2017). However, there have been previous researchers who concluded that CSR cannot moderate the influence of profitability on the Firm Value (Muliani, 2014).

This study uses the manufacturing industry as a research sample. Manufacturing industry activity in the country showed a good performance in the last month of 2020. Although still in the midst of severe pressure due to the Covid-19 pandemic, the manufacturing industry in the country continues to try to rise through the expansionary phase. According to the Minister of Industry (Menperin), Agung Gumiwang Kartasasmita, this is reflected in the Purchasing Managers' Index (PMI) of Indonesian Manufacturing in December 2020 which was recorded at the level of 51.3.

Signaling Theory

The theory that explains how companies can provide positive or negative information/signals to shareholders is called signaling theory (Fahmi, 2018),. Regardless of all the information obtained from the status of the company's shares, when the signal is captured by a party, it always has an impact on investors' decision making. Theory Signalling it self a theory can explains of rise also fall market priceses, which will have an impact on investor decision making.

Tradeoff Theory

According to Sudana (2011: 153) Trade off Theory states that every company's decision to use debt is based on the balance of the benefits of debt, namely tax savings and financial distress costs. This theory assumes that the use of debt has tax incentives, so companies will use debt to a certain extent to maximize profits. As long as the company is still making a profit, the company will try to maintain the target capital structure to maximize profits. If the benefits provided are greater, the proportion of debt will be increased.

The Effect ROA (Profitability) on PBV (Firm Value)

Kasmir (2017: 196) said profitability ratio for assessing a company to reach a profit. The amount of profit earned by a company, company's performance is very haigh. Profitability affects the firm value, the greater the profitability of a company, the higher the firm value. When a company experiences increased profitability, it will be able to increase investor interest to invest their shares in the company. As a result, the company's stock price will increase and EPS will also increase.

Profitability is a measuring tool for generating operating profit through several sources owned by the company including capital, assets, company sales, while some of the calculations contained in profitability according to Sudana (2011: 25) are: (1) Return on Assets (ROA)) ROA indicates a company can measure profit after tax after using all of its assets, the greater the ROA means the more efficient use of company assets with the same number of assets generates greater profits, (2) Return on Equity (ROE) ROE shows the company's ability generate profits with their own capital. This ratio is important for shareholders to evaluate the effectiveness and efficiency of the company in managing its capital, (3) Net Profit Margin (NPM) This ratio measures net profit from sales of the company reflecting the production, personnel, marketing and finances of the company, (4) Gross Profit Margin (GPM) This ratio measures the company's gross profit with sales made by the company, the ratio describes the efficiency of the production department.

Based on the explanation above, there are research results from I Gusti Ngurah Gede Rudangga and Gede Merta Sudiarta (2016) which states that profitability has a significant positive effect on firm value. Which means the positive direction is the greater the profitability, the greater the firm value. If the company has a fairly high level of profitability, then the company will get sufficient funds so that it can improve the performance and firm value.

Companies that manage to increase their profitability every year will attract many investors. Investors will trust companies that can generate large profits, because the returns they get are also large. So this is a positive signal for company investors. Likewise research from I Gusti Ngurah Gede Rudangga and Gede Merta Sudiarta (2016) which shows the results that profitability has a significant positive effect on firm value.

H1: Profitability partially positively affects the Firm Value.

The Effect of Leverage (DER) on Firm Value (PBV)

Leverage is measuring the company's ability to meet its long-term obligations. Leverage is fairly important for investors, leverage can be used as a consideration for valuing company shares. In general, investors avoid risks, risks that can materialize due to leverage, namely financial risk. Financial risk is the additional risk borne by shareholders as a result of using a company's debt.

According to (Sudana, 2015: 23) leverage arises because the company in its operations uses assets and sources of funds that create a fixed burden for the company. The use of leverage will increase shareholder profits, leverage will also increase the risk of profits. According to Sudana (2015: 26) leverage measures how much debt is used in company expenditures, the size in measuring leverage is as follows: (1) Debt to Equity Ratio (DER) measures the portion of funds originating from debt to finance the company's capital, the greater the ratio this shows the use of debt in financing equity is getting bigger, the company's financial risk is also getting bigger and vice versa, (2) Debt to Asset Ratio (DAR) measures the ratio of total debt to total assets. In other words, this ratio is used to measure how much a company's assets are financed by debt, (3) Time Interest Earned Ratio (TIE) measures a company's ability to pay fixed expenses in the form of interest using profit before tax, the greater this ratio the larger the company can pay interest.

In research from I Gusti Bagus Angga Pratama and I Gusti Bagus Wiksuana (2016) argue that leverage has a significant positive effect on firm value. Because, the more funds a company uses from debt, the higher the firm value owned by the company. On the other hand, if the debt is getting bigger, the company will be burdened which has an impact on decreasing company performance which will later reduce the firm value. This is supported by research from Rudangga and Sudiarta (2016) which states that leverage has a significant negative effect on company value. Which means if a company's leverage is high, then the company's value will be low. When a company has debt that is larger than its capital, the interest expense charged to the company will be even greater so that it can have an impact on decreasing the company's profitability. When Profitability falls, Company Value will also decrease.

H2: *Leverage* partially affects the Firm Value higher than the value of capital.

Effect of Firm Size (Size) on Firm Value (PBV)

According to Nuraina (2012) this research, company size is the size of the capital used and the total assets owned by a company. Company size can determine the level of investor confidence in company funding, company size can be seen from the size of capital, total assets, and total sales owned. The bigger a company, the more people will understand it, which means the easier it is to obtain information that can add value to the company. Even large companies whose total assets have a large enough asset value can attract investors to invest in the company. In terms of company size, it can be seen from the total assets owned by the company so that these assets can be used for company operations. Company size can be measured by means of the natural logarithm (LN) of total assets.

The results of research from Fakhrana Oktaviarni, Yetty Murni, and Bambang Supriyatno (2018) state that company size has a significant positive effect on firm value. The positive direction indicates that if the size of the company is high, the firm value is also high.

H3: The size of the Company partially positively affects the Firm Value.

The Effect of Profitability with CSR as a Moderation Variable on a Firm Value

According to Gherghina et al., 2016, states that CSR has extensive relationships between companies and various stakeholders and their environment. CSR is seen as a company's commitment to minimize or eliminate harmful effects and maximize long-term beneficial impacts on society (Adewale, 2012). Based on the signal theory which states that the higher or higher the profitability used for corporate CSR disclosure, it can put good and bad signals for the community, especially investors, so investors will see and consider based on the profits that the company will generate. If the profit generated by the company is higher, the company will be more willing to carry out CSR towards the surrounding environment, as a result, the company's value will also be higher. Results According to Nuswandari, et al (2019) concluded that CSR can strengthen the effect of profitability on company value. The researchers concluded that CSR weakens the effect of profitability on firm value (Wulandari and Wiksuana, 2017). However, there are previous researchers who concluded that CSR cannot moderate the effect of profitability on firm value (Mufidah and Purnamasari, 2018).

H4: *CSR* able to moderate the effect of profitabitability relationships on the Firm Value.

Leverage with CSR as a Moderation Variable on a Firm Value

Based on signal theory, a good quality company will deliberately give signals to the market, thus the market is expected to distinguish good and bad quality companies (Wedhana, 2015). Some researchers have previously concluded that *CSR* can moderate the influence of leverage on corporate values (Vidarani and Budiasih, 2019). But researchers have previously concluded that CSR cannot moderate the influence of leverage on corporate values (Safitri, Abrar, and Santoso, 2018).

H5: *CSR* is able to moderate the influence of leveraged relationships on corporate values

The Effect of CFirm Size with CSR as a Moderation Variable on Firm Value

The larger the size of the company, the easier it is for the company to obtain sources of funds both internally and externally (Pramana and Mustanda, 2016). According to Adam and Hardwick (1998) in Susanti and Santoso (2011) stated that the larger the size of the company, the obligation of the company in doing CSR will also be greater. The results of the study according to Sudana and Arlindania (2011) and Imron et al (2013) which obtained csr results were able to strengthen the relationship between the size of the company to the Firm Value.

H6: *CSR* is able to moderate the influence of the relationship between the size of the company and the Firm Value.

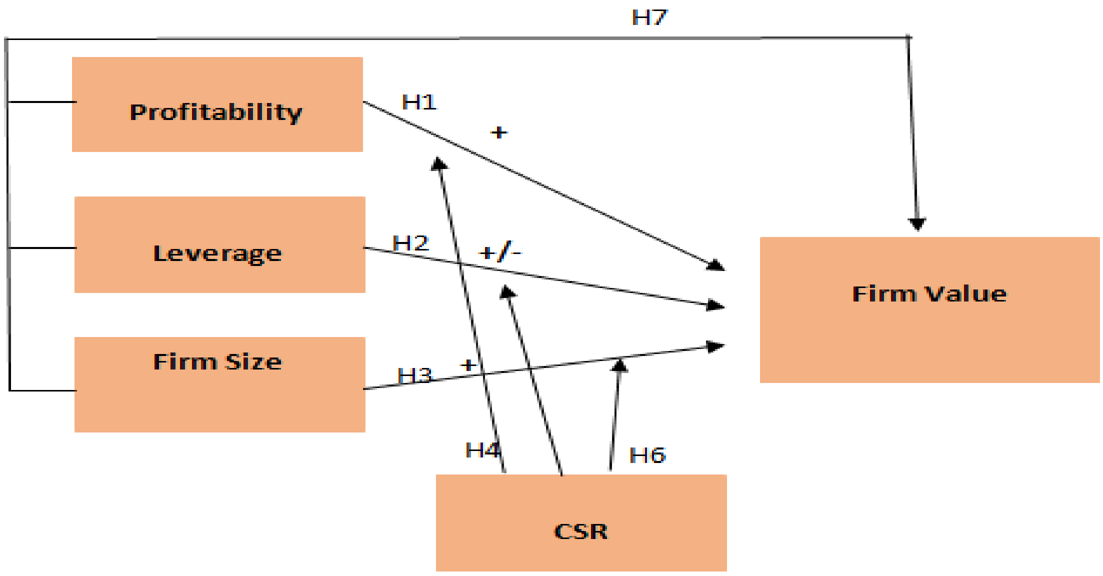

Figure 1. Research Framework

RESEARCH METHODS

The population in this study were all manufacturing companies listed on the Indonesia Stock Exchange (IDX). The samples used are manufacturing companies listed on the Indonesia Stock Exchange in the period 2015-2020. Sampling technique using the purposive sampling method. Purposive sampling is a technique of determining samples with certain considerations (Sugiyono 218:138). Included in the sample criteria in this study are as follows:

Table 1. Sample Criteria

Description	Companies Total
Manufacturing companies listed on the Indonesia Stock Exchange	178
Manufacturing companies that do not publish their complete 2015-2020 financial statements.	(55)
Manufacturing companies that have a negative equity value	(71)
Manufacturing companies that do not publish their financial statements in rupiah.	(28)
Companies that meet the sample criteria	24
Total observation data (24x5)	120

Tabel 2. Definisi Operasional Variabel

Variable	Definition	Measurement	Scale
Firm Value	Firm value is an investor's view of a company with a good image. With this, it can attract investor confidence, and is also related to stock prices.	$\textit{Price to Book Value}\ (\mathrm{PBV}) = \frac{\text{Stock Price}}{\text{Book Value}}$	**Ratio**
Profitability	Profitability is the ability of a company to generate profits.	$\textit{Return on Assets Ratio}\ (\mathrm{ROA}) = \frac{\text{Net Income}}{\text{Total Assets}}$	**Ratio**
Leverage	*Leverage ratio which measures the ability of a company financed by debt to meet its long-term obligations. Leverage is more concentrated on company liabilities.*	$\textit{Debt to Equity Ratio}\ (\mathrm{DER}) = \frac{\textit{Total Liabilities}}{\textit{Equity}}$	**Ratio**
Firm Value	Firm size is a picture of a company that can be measured by the size of the company's total assets.	$\textit{Size} = \textit{Logaritma Natural}\ (\mathrm{LN})\ \textit{of Total Asset}$	**Ratio**
CSR	CSR is about how companies manage business processes to produce an overall positive impact on society.	$CSRIi = \sum \frac{Xi}{N}$	**Ratio**

This study used a sample of manufacturing companies listed on the Indonesia Stock Exchange. The type of data used is secondary data from the financial statements of manufacturing companies for the period 2015-2020. Secondary data is data obtained from existing sources and does not have to go directly to its website, but can be obtained through the Indonesia Stock Exchange website. The data in this study is based on its nature, namely quantitative scale data and proportional data. The data collection method used is a method of recording the grouping of data and the data is complete financial information in IDX.

Hypothesis test analysis is used to infer a condition in general based on a sample. Hypothesis test analysis using the MRA (multiple regression analysis) method that serves to determine the moderating variable will strengthen or weaken the relationship between independent variables and dependent variables. With the following equation model:

$$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z_1 + \beta_5 X_1 Z_1 + \beta_6 X_2 Z_2 + \beta_7 X_3 Z_3 + e}$$

Information:

Y = Firm Value

α = constant

β_1 β_2 β_3 = regression coefficient

X_1 = Profitability

X_2 = leverage

X_3 = Firm Value

Z_1 = corporate social responsibility

$X_1 Z_1$ = multiplication between profitability and *corporate social responsibility*

$X_2 Z_2$ = multiplication between leverage and *corporate social responsibility*

$X_3 Z_3$ = multiplication between Firm Value on *corporate social responsibility*

e = eror

Simultaneously with Uji F, the effect of profitablity (ROA), levrage (DER), and cFirm Size (SIZE) whether it significantly affects a Firm Value. Partial Test (t-test), It is used to test whether profitability, leverage and the size of the company contained in the equation significantly affect the Firm Value (PBV). Uji MRA *(Moderate Regresion Analysis)*, MRA testing is intended to determine whether CSR variables as regression models that are used can strengthen or weaken interaction variables.

RESULTS AND DISCUSSIONS

Descriptive Statistics

Tabel 3. Descriptive Statistics

Variable	N	Min.	Max.	Mean	Std. Deviation
ROA	120	0,0005	0,9210	0,1267	0,1353
DER	120	0,0761	4,5469	0,9482	0,8715
TA	120	26,6558	32,2010	28,9004	1,5628
CSRGI	120	0,1208	0,9010	0,7105	0,1736
PBV	120	0,2874	62,9311	5,0413	9,9898

Source: SPSS 25 output attachment

PBV (Firm Value)

A Firm Value is an investor's perception of the company, which is often associated with the stock price. The Firm Value in this study is a dependent variable measuring used the stock price / value of book (PBV). The descriptive analysis resuld shown in table, 3 show the minimum PBV value of 0.2874 for PT Kabelindo Murni Tbk (KBLM) in 2020. This value was obtained through a stock price of IDR 216 and a book value of 751.4400. It can be concluded that KBLM's share price has a lower value than its book value. Maximum Value is obtained by PT Unilever Indonesia Tbk (UNVR) in 2016 , PBV of 62.9311 with stock price Rp 38,800 and book value 616.5476. Indicate's the stock price code UNVR been priced on 62.9311 so the highst value or book value. PT Unilever Indonesi Tbk highest Value of the Firm, PT Kabelindo Murni Tbk more lowest value of the firm. The average value (mean) of 5.0413 is lower than the standard deviation of 9.9898. This shows that the data on Firm Value (PBV) is heterogeneous, which means it has a high level of variation.

ROA (Profitability)

Profitability is the condition of the company when it is able to generate profits at a certain period (the concept of profit). Profitability in this study is an independent variable measured using net income divided total assets. The results of the descriptive analysis shown in table 3 show the minimums valuee of ROA amounted 0.05% by PT Sekar Bumi Tbk. (SKBM) 2019 with a profit of Rp 957,169,058 and total assets of Rp 1,820,383,352.81. A positive number indicates that the company is making a profit. This means that the company cannot take advantage of the amount of assets owned by the company, so its profit decreases. The maximum value in (ROA) is 0.9210 from PT Merck Tbk (MERK) 2018 and then the profit this companies is Rp 1,163,324,165 and then totals asset are Rp 1,263,113,689 performance company's performance iss good, it could maximize profits by maximizing assets owned. The profitability value (ROA) (mean) of 0.01267 is lower than the standard deviation of 0.1353. This shows that the data on Firm Value (PBV) is heterogenity, it means had high level of variation. The mean value in (ROA) return on assets from the overall datas is 0.1267, the deviations standard of 0.1353. Mean value is smaller than the deviation's standart, so the distribution of ROA data is heterogeneous which mean that ROA has a high deviation's rate.

DER (Leverage)

Leverage is a source of funds from outside the company owned by the company and the funds are in the form of debt. *Leverage* in this study is an independent variable measured using total debt divided by total capital. The results of the descriptive analysis shown in table 3 show the minimums value of DER of 0.0761 owned by PT Industri Jamu and Farmasi Sido Muncul (SIDO) in 2015 with a total debt of Rp 197,797,000,000 and total capital of Rp 2,598,314,000,000 based on this value shows that out's carrying cost from activitie operational variable, the company prefers to use its own capital. For the maximum value of DER (debt equity ratio) of 4.5469 owned by PT Indal Aluminium Industry (INAI) in 2015 with total debt of Rp 1,090,438,393,880 and total capital of Rp 239,820,902,657. Based on this, the company's operations show that use more funding through debt rather than own capital. Ratio DER has mean of the total data is 0.9484 with deviation's standard on 0.8714. Mean value is smaller than the deviation standart, so distribution of DER data is heterogeneous that means high deviation rate.

Firm Size (SIZE)

The size of the company describes the size of a company that is associated with the amount of capital used, assets owned, and the level of sales obtained. The size of the company in this study is an independent variable measured using natural log (ln) to calculated total assets. Total assets aims to reduces excessive fluctuations in data. The results of the descriptive analysis shown in table 3 show the minimums value of SIZE of 26.6558 owned by PT Sekar Laut (SKLT) with total assets of Rp 377,110,748,359 which means the company doesn't large assets when comparred to others companies. The maximum values in SIZE of 32.2010 owned by PT Indofood Sukses Makmur (INDF) on 2018, total assets are Rp 96,537,796,000,000 it means the companys has big assets. The average values (mean) is 28.9004 and than deviation's standart 1.5628. Value of mean is haigher than deviation's standart, the Size of data is homogeneous which means Size hass a low deviations rate.

***Corporate Social Responsibility* (*CSRGI*)**

Corporate social responsibility in this study is a moderation variable measured using total items divided by disclosure. The results of the descriptive analysis shown in table 3 show the minimums value of CSRGI of 0.1208 owned by PT Sepatu Bata (BATA) in 215-2019 with a total of 11 items and a total disclosure of 91, which means the company doesn't have big CSR items when compared to others companies. The maximum value in CSRGI of 0.9010 was owned by PT Unilever Indonesia (UNVR) in 2015-2019 with a total of 82 items and a total disclosure of 91, which means the company has high corporate social responsibility when compareto other companies. overall data of CSRGI of the mean value is 0.7105 with a deviationd standard of 0.1736. It is smaller than the standee deviations, That can be conclude distributions of CSRGI is heterogeneos.In this study is a moderation variable measured using total items divided by disclosure. The results of the descriptive analysis shown in table 3 show the minimums value of CSRGI 0.1208 ownes by PT Sepatu Bata (BATA) 215-2019 a total of 11 items and a total disclosure of 91, which means the company does not have large CSR items when compare for other's companies. The maximum value of CSRGI of 0.9010 was owned by PT Unilever Indonesia (UNVR) 2015-2019, total 82 items and a total disclosure of 91, which means the company has high corporate social responsibility when compared to other companies. The value of *mean* CSRGI, overall data is 0.7105 with deviation's standard on 0.1736. It is smaller than the standar deviations so CSRGI data are heterogeneous.

Hypothesis Test

This study uses MRA methods. This hypothesiss test aimss to find out the moderating variables of corporate social responsibility (CSRGI) will strengthen or weaken the relationship between dependents, is (PBV) with independent variables are (ROA), (DER), and (SIZE). the The resuld are:

Table 4. Multiple Linear Regression Data

Model	**Unstandardized Coefficients**		**t_{count}**	**t_{table} (t0,05;116) (t0,025;116)**	**Sig.**	**Correlation**
	B	**Std. Error**				**Partial**
(Constant)	-28,047	13,339	-2,103		0,038	
ROA	41,991	5,329	7,880	1,6581	0,000	0,590
DER	2,368	0,815	2,905	1,9806	0,04	0,260
TA	0,883	0,462	1,911	1,6581	0,059	0,175
Ftable (F0,05;3;116)		2,68	**R Square**			0,416
F-count		27,529	**Sig.**			0,000

Source: SPSS 25 output attachment

Table 5. *Multiple Regression Analysis* Data Processing Results

Model	Unstandardized Coefficients		t_{count}	t_{table} (t0,05;114)	Sig.	Correlation
	B	Std. Error				Partial
Moderate 1	322,403	49,902	6,461	1,65833	0,000	0,518
Moderate 2	48,655	12,808	3,799	1,65833	0,000	0,335
Moderate 3	1,915	1,988	0,963	1,65833	0,337	0,068

Source: SPSS 25 output attachment

Simultaneous Test (F-test)

Test Analysis F

In table 4 it can see that F-count amounted to 21,529 with a significant rate of 0.000. Furthermore, determine Ftable a significant oof 0.05 and df.1 = 4 and df.2 = 115 so that Ftable obtained 2.45. From this result, it is known the value of F-count is greateer than the value of Ftable which is 27,529 > 2.45 asignificant levels of 0.000 < 0.05 H0 is rejectd.

Determination of Coeficient (R^2)

The value of R^2 in table 4, the colom's of R Square 0.416. So that's whay contribution make by (ROA), (DER), and (SIZE) simultaneously to the (PBV) of 41.6% and the remaining 58.4% is affected by other.

Partial Test (t-test)

Test t One Right Side on Profitability (ROA)

The result of t-count value in table 4 is 7,880. The value of the significant level t table 0.05 and df = 116 , it is obtained t- table of 1.65810. The results showed that the t-count was greater than the t-table (7.880 > 1.65821) or a significant value smaller than (0.000 <0.05) which means Ho was rejected H1 was accepted. So profitability (ROA) partially has a significants effect positive on the Value of the firm (PBV).

Test two-sided t on *Leverage* (DER)

The resuld the t-count value is 2,905 in table 4. The t-table with a level significant of 0.05 and df = 116, it is obtained t-table of 0.67661. The results showed that t-coount is greater than the t-table (2.905 > 1.98081) or a significant value greater than 0.05 (0.04 < 0.05) which means H0 rejected H1 is accepted. So that's partial leverage (DER) has a effect positive significant on the Value of the firm (PBV).

Test t One Right Side on CFirm Size (SIZE)

The t-count value is 1.911 according to table 4. The value of t-table with level significan is 0.05 and df = 116, it is obtained t-table of 1.65810. The table 4 showed t-count was greaters than the t-tablle (1.911 > 1.65821) or a significant values greaters than 0.05 (0.059 > 0.05) it mean H0 received H1 was rejected. It can been concluded that partialy the size of the companys (SIZE) with a positive understanding isn't significant to the Firm Value (PBV). Based on the results of multiple regression analysis in table 5 can be interpreted, namely:

Regression coefficient of profitability (ROA) with *corporate social responsibility* (Moderasi 1) = 322,403. That means every increased in variables profitability (ROA) by one percent, it will be increase *corporate social responsibility* (CSRGI) by 322,403 units assuming others variabless are constant.

Leverage coefficient regresion(DER) with *corporate social responsibility* (Moderation 2) = 48,655. This means that every increase in leverage variable (DER) by one percent, it will increase *corporate social responsibility* (CSRGI) by 48,655 units assuming other variables are constant.

Regression coefficient of Firm Size (SIZE) with *corporate social responsibility* (Moderation 3) = 1,915. This means that each increase in cFirm Size variable (SIZE) by one percent, it will increase *corporate social responsibility* (CSRGI) by 1,915 units assuming other variables are constant.

DISCUSSION

In this section will be explained a double linear regressions analysiss of the variable ratio profitability (ROA), ratio leverage (DER), and ratio Firm Size (SIZE) to ratio value of the firm (PBV). Either simultaneouslys (test f) or partial (test t).

Table 6. Hypotheses and Research Results

Variable	Hypothesis	Results
Profitabilitys ratio (ROA)	(+/-) significant	(+) significant
Leveragee ratio (DER)	(+/-) significant	(+) significant
Firm Size ratio (SIZE)	(+/-) significant	(+) Not significant

Source: Processed

Tabel 7. Hypotheses and Research Results

Variable	Hypothesis	Result
Profitability ratio (ROA)	(+/-) significant	(+) Moderate
Leverage ratio (DER)	(+/-) significant	(+) Moderate
Firm Size ratio (SIZE)	(+/-) significant	(-) Not Moderate

Source: Processed

Simultaneous Test (F-Test)

The results sing MRA iniear Regresion shows that ROA (Profitability Ratio), DER (Levereage ratio), and Firm Size (SIZE) simultane have a significant effects on the Firm Value (PBV). This could be from F-countlarger than F-table and significant by 0.000.

Partial Test (t-test)

The discuss of the t test will be outlined on when the influence of independent variable on the Firm Value based on the MRA analysis.

The Effect of ratio Profitability (ROA) on ratio Firm Value (PBV)

Profitability is the measurement of a companys abilitys to earn profits using the company's assets or capital. The higher the profitability the better for the company, because the profit to be obtained is also greater and the prosperity of shareholders through dividend distribution is also achieved. The company's profit objective is to calculated or measure’s the company profit’s within a certain periode of time, evaluated the company profit’s in the previous years and in the current year and use capital to devalue net income thereafter and use capital to measure the productivity of all company capital.

Signaling theory stated that how the company provides information about signals both positive and negative for shareholders in orders to increases the Firm Value. These efforts are able to build positive investor sentiment that will later have an impact on increases in stock prices in the market capital, because rising stock prices can increase profitability. Rising stock priceses well as the increasing Firm Value at attracting investors to invest.Proksi yang digunakan dalam penelitian ini, yaitu ROA (*return of asset*).

The analysis of t-test show that Return On Assets has a positive significant on PBV. The highers the profitability, it can attract investors to invest in the company. This is due to increased investor interest because investors believe that the company has experienced profits so that the returns obtained by investors will also be large. Increased investor interest will make the company's stock price higher, so that the increase in stock prices will have an impact on increasing company value (RBV). These results support the Signaling Theory.

The results of this research supported by Wulandari and Wiksuana (2017) that profitability had a positive significant effect on the Value of the firm.

Effect of *Leverage* (DER) on Firm Value (PBV)

The debt of use could bring benefits to the company if done correctly. Company will experience great risk if the level of leverage is higher because the debt owned by the company is large and the income of company's not enough for pay its debts, then the company has difficulty paying. *Trade off theory* states that every company's decision to use debt is based on the balance of debt benefits. Debt with a large amount can increase the Firm Value. The higher the debt the higher the interest to be paid and if it is ignored, the company will experience the impact of financial difficulties and if the impact of financial difficulties occurs continuously then the company will experience bankruptcy.

The results leverages (DER) had significant positives effect on value of the firm (PBV). It greater the DER value, the PBV will increase. This is because if the company can maximize leverage in managing to increase capital or improve operations effectively and efficiently, then the company will get maximum profit. Increasing company profits can increase investor interest. In making investments. This increase in investors is a positive signal for the company, resulting in an increase in the company's stock price. The impact of increasing stock prices will be able to increase the firm value. These results support the trade off theory. The study supported by research from I Gusti Bagus Angga Pratama and I Gusti Bagus Wiksuana (2016). The more funds the company uses from debt, the higher the Firm Value owned. On the other hand, if the debt gets bigger, it will be burdened which has an impact on the decline in the company's performance which will later lower the Firm Value.

Effect of Firm Size (SIZE) on Firm Value (PBV)

The size of the company describes the size of a company by looking at the total assets of the companys. The large assets in companys will used resourcess much as possible to make a profit. Large assets can attract investors to invest in the company so as to increase the Firm Value as well. In this study used proxy (SIZE), the size of the company. The results of the analysis of the t test showed that SIZE had an insignificant positive effect on the Firm Value (PBV). This means that the positive direction indicates if the size of the company is high then the Firm Value is also high but does not show significant. The size of the company cannot determine the size of the company. The results of this study do not support research from Fakhrana Oktaviarni, Yetty Murni, and Bambang Supriyatno (2018) which states that the size of the company has a significant positive effect on the Firm Value.

Effect of Profitability (ROA) on Corporate Value (PBV) with *Corporte Social Responsibility* (CSRGI) as Moderation Variable

Based on the signal theory that states that the higher the profitability used for corporate social responsibility disclosure of companies can give good or bad signals to the public, especially investors. So that investors can see and consider the profits that will be received by the company. If the company gets more and more profits, then the company will do CSR on the surrounding environment, thus increasing the Firm Value. Based on the results of the analysis of the t test showed that *corporate social reposnsibility* (CSRGI) is not able to moderate or weaken the influence of profitability (ROA) on the Firm Value (PBV).

***Leverage* (DER) on Corporate Value (PBV) with *Corporate Social Responsibility* (CSRGI) as Moderation Variable**

Based on the *trade off theory* that debt with a large amount able to increase the Firm

Value and the company's operations will also be fulfilled. If the debt can be managed properly then the company does not experience financial difficulties so that the company will be able to develop and prosper shareholders or investors. And later the company can also do CSR on the surrounding environment. Based on the results of the t test analysis showed that *corporate social responsibility* (CSRGI) was not able to moderate or weaken the leverage (DER) of the Firm Value (PBV). Results of this study

The Effect of Corporate Size (SIZE) on Corporate Value (PBV) with *Corporate Social Responsibility* (CSRGI) as a Moderation Variable

The size of the company is the size of the company contained in the total assets of the company. The larger the size of the company can attract investors. The impact of corporate social responsibility as a moderation variable is expected to increase the company's stock price. Based on the results of the t test analysis showed that *corporate social responsibility* (CSRGI) is able to moderate or strengthen the size of the company (SIZE) to the Firm Value (PBV).

CONCLUSIONS AND SUGGESTIONS

This study uses multiple linear regression analysis techniques. The results of this study can be concluded simultaneously ROA (profitability), DER (leverage), and SIZE (Firm Size) have a significant effect on PBV (Firm Value) in manufacturing companies. Partially ROA (Profitability) has a positive significant effect on PBV (Firm Value) in manufacturing companies with coefficient B is 41.455 and significant value is 0.000 <0.05. Partial influence on DER (Leverage) has a significant positive effect on PBV (Firm Value) in manufacturing companies with coefficient B is 2.368 and value significant in 0.04 <0.05. Partially size (firm size) has positive significant effect on PBV (value of the firm) in manufacturing companies with coefficient of B is 0.883 and value significant of 0.059 > 0.05.

Simultaneously ROA (Profitability), DER (Leverage), and Size (Firm Size) have a significant effect on PBV (Firm Value) which is moderated by CSRGI in Manufacturing companies, with a value significant of 0.000 <0.05. Partiallys ROA (Profitability) had a significant effect negative on PBV (Firm Value) and CSRGI can moderate the effect of ROA on PBV in manufacturing companies with B coefficient is 322.403 and significant value of 0.000 <0.05. Partially DER (Leverage) has a negative effect on PBV (Firm Value) and CSRGI can moderate the effect of DER on PBV in manufacturing companies with a coefficient B of 48.655 and value significant of 0.000 <0.05. Partially Size (Company’s Size) has positive significant effect on PBV (Company’s Value) and CSRGI cannot moderate the effect of Size on PBV in Manufacturing Companies with coefficient of B is 1.915 and a value significant of 0.337 > 0.05.

This research still has limitations that affect the results of the study, many manufacturing companies do not publish their full financial statements in the period 2015-2020. Manufacturing companies that have negative equity. Finally, the existence of manufacturing companies that do not publish their financial statements in rupiah. This study contributes independent variables used in influencing dependent variables only by 41.6% obtained from the value of R Square, while the remaining 58.4% is influenced by independent variables.

Based on the results of the research conducted and the limitations of the study, the researchers provide advice for all parties who use the results of this study as a review, including: For Investors, The results of this study can provide information to investors who will invest, especially in manufacturing companies. Before investing, investors are expected to be able to see the level of profitability, leverage, and corporate social responsibility that can be taken into consideration in making investment decisions in order to maximize profits and minimize risks. This is because the results of this study indicate that the Profitability and Leverage Variables have a significant influence on Firm Value. For Policy Makers in Manufacturing Company it can provide information on policies that companies can take as a consideration in decision making and can see large levels of small levels of profitability and *leverage*. As well as to strengthen the Firm Value, the company can implement CSR programs. For the Next Researcher, Furthermore, researchers should add other variables that have the most important influence on the value of companies that have not been used in this study. And researchers can also replace manufacturing companies with other companies such as plantations or *food and beverage*.

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