

ABSTRACT

Novianti Intan Pratiwi, 2018; *The Effect Of ROE, NPM, EVA And Corporate Social Responsibility (CSR) Towards Firm Value (A Study From Banking Sector That Listed On Indonesia Stock Exchange Period 2012 – 2016)*. Skripsi. Jakarta: Financial Management Concentration, Management Over the Study Program, Department of Management, Faculty of Economics, State University of Jakarta.

The purpose of this research is to examine the effect of ROE, NPM, EVA and Corporate Social Responsibility (CSR) towards firm value (Tobin's Q). The firm value of this research is measured by Tobin's Q, which is a combination of market value and market to book towards an asset. This research is using a quantitative method. The samples of this research are banking companies that list on Indonesia Stock Exchange during 2012 – 2016 using purposive sampling method. The research is using the classical assumption and double linear regression. The results of this research indicate that return on equity significantly positive towards firm value. While NPM, EVA and Corporate Social Responsibility (CSR) have no effect towards firm value in the banking sector that listed in Indonesia Stock Exchange during 2012 – 2016.

Keywords: *Return On Equity, Net Profit Margin, Economic Value Added, Corporate Social Responsibility, Firm Value*