The Effect of Corporate Social Responsibility (CSR) and Company Size on Company Value with Profitability as A Moderation Variable in Manufacturing Companies in 2021

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Abstract. The purpose of this research is to find out whether corporate social responsibility and profitability affect firm value and whether profitability is a moderating variable between CSR, firm size, and firm value. The research sample includes 30 listed manufacturing companies on the IDX for the 2021 period using a purposive sampling technique. The data in this study comes from secondary data obtained through documentary techniques. Data analysis using multiple linear regression. The results of this study indicate that CSR affects firm value, profitability affects firm value, firm size influences firm value and profitability can moderate the relationship between CSR and firm value. Suggestions in this study are intended for researchers who are expected to be more in-depth information about the concept of CSR, profitability and corporate value, and must be sensitive to the problems that are currently developing. Future researchers can use a wider range of items and add other variables that have not been or are rarely studied. For companies to increase profits so that the value of the company increases and illuminates the importance of corporate social responsibility. An investor must be more careful in considering aspects that need attention in an investment that is not only focused on the size of the company's value.

Keywords: Corporate Social Responsibility (CSR), Company Value, Company Size, Profitability

Introduction

According to Said (2018), Corporate Social Responsibility (CSR) can be interpreted as an effort by a company to raise its image in the public eye by making charity programs both external and internal. By carrying out social responsibility, the company will get a good image from the stakeholders, thus the company will get support from both internal and external stakeholders in the economic, social, and other fields which will certainly affect the results of the company's operations and corporate sustainability. Companies that are active by implementing Corporate Social Responsibility (CSR) programs can improve the company's financial performance. Rhou et al.,

The success of a company in running a business often depends on the amount of profit it generates. However, large profits are not necessarily a measure of an efficient running company. A new level of efficiency is found by comparing the profits earned with assets or capital that generate profits (profitability). For businesses, the issue of profitability is very important because it helps measure a company's ability to generate profits and determines the effectiveness of a company in using its resources. For employees, the more profitable a company is, the greater the opportunity to increase employee salaries (Wau, 2017).

The company value is the price that potential buyers are willing to pay if the company is sold and is associated with the stock price (Kusumajaya, 2011). The higher the company's share price in the capital market, the greater the wealth of the company owner which is reflected in the higher company value. A high company value indicates that the company's results are in good condition to convince investors that the company has good prospects.

Many factors influence company value, one of which is company size (Zubir, 2017). Company size is an indicator that shows the financial strength of a company. According to (Sujoko and Soebiantoro, (2007), the size of a large company will indicate that the company is in the process of development so that investors respond positively and company value increases. Investors tend to prefer large companies over small companies because they tend to be better at dealing with shocks economy.

Company size is also a factor that can affect the value of the company. Firm size is believed to affect firm value because the larger the size or scope of the company, the larger the size or scale of the company, the easier it is for the company to obtain internal and external financing sources (Chi, 2005).

Profitability is also the company's ability to manage company resources to generate profits for investors. Profitability is considered important because profitability is a metric for measuring a company's financial performance, so it can be used as a reference for evaluating a company (Sastrawan, 2016). The signaling theory perspective emphasizes that companies can increase firm value by sending signals to investors by reporting company performance information to see the company's prospects in the future. The higher the profit figure in the financial statements, the better the company's results, reflecting greater investor wealth and the company's prospects are considered the most promising.

Literature Review

Corporate Social Responsibility (CSR) is a concept about the need for companies to build harmonious relationships with the community and other interested parties. Theoretically, Corporate Social Responsibility (CSR) can be defined as the responsibility of the company's morality to its stakeholders, especially the community or people around the work area and activities. Corporate Social Responsibility (CSR) wants to draw attention to Environmental and Social Activities.

According to (Sudiarta, 2016), company size reflects the total assets of a company. Business entities are classified into two types, namely small and large businesses. The company tends to attract investors on a large scale because it will have an impact on company value and affect the size of the company which will directly affect company value.

Firm value According to Husnan (2013), firm value is the price potential buyers are willing to pay if the company is sold. According to Keown (2012), firm value is the market value of the company's outstanding debt and equity. It can be concluded that company value is the market value of all the company's financial components that prospective customers are willing to pay if the company is sold, which is reflected in the stock price. Firm value is defined as market value in this study because, as shown by Rosiana, et al., (2013), an increase in the stock price of a company can provide wealth to the shareholders of the company.

Profitability can be used as a metric in evaluating company activities and is also part of the added value of the company in the future so profitability can be one of the opinions of investors in their investment decisions. One is to measure profitability, financial metrics must be used. So the higher the company's profitability, the better it is in social information disclosure. (Priyadi, 2016).

A higher level of profitability indicates that the company can generate more profit and allows the company to increase its social responsibility activities and disclose its social responsibility in a wider annual report (Kamil and Heusetya in Rosiana et al. (Kalsum, 2017).

The value of the company will be guaranteed to grow in a sustainable manner, namely with a balance factor between economic, environmental and social benefits, so that if the company pays attention to economic, social and environmental aspects, it will ensure a sustainable increase in company value. The main aspect of this corporate social responsibility practice is a form of corporate responsibility and concern for the environment (Hutabarat & Siswantaya, M.Sc, 2017).

The results of the study (Wijaya, 2013) show that corporate social responsibility has a positive impact on company value. If a company can pay attention to its economic and social responsibilities, CSR will indirectly create a good image for the company, and the company's value will be guaranteed to grow sustainably. and environmental dimensions.

H1:CSR has a positive effect on firm value.

High profitability reflects the company's ability to generate large profits for shareholders. Companies with large profits are also related to the company's ability to pay dividends which have an impact on increasing company value. According to Wulandari and Wiksuana (2017), high company profitability attracts investors to invest in the company. As explained in the signaling theory, good profitability can be a positive signal for investors in making investment decisions.

This statement is consistent with previous research by Imron et al. (2016), Primary and Mustanda (2016); Anindita and Yuliati (2017); Ayu and Suarjaya (2017), who obtained research results that profitability has a significant positive effect on firm value.

H2: Profitability has a positive effect on firm value

The size or size of the company is a scale used to measure the size of a company, which can be measured in several ways, one of which is known as the total assets or total assets of the company. The greater the company's total assets, the more indirectly the smooth running of the company's operations. Large and well-established companies usually have easy access to the capital market, large company securities can be marketed well, and investors also come aiming to get high returns, and vice versa, small companies tend to have difficulty accessing the capital market, investors believe that securities smallholders will develop slowly, and therefore fear that they will earn low returns.

Similar results were obtained in Pratama's research (2016) which showed that firm size had a significant positive effect on firm value.

H3:Company size has a positive effect on CSR disclosure.

Profitability is the ability of a company to generate net income from activities carried out during an accounting period, which is the basis for the company's dividend distribution. When a company is very profitable, it increases the power of managers (insiders) and increases high-profit participation through dividend income (Kusumadila in (Wijaya, 2013)).

The results of the study (Hutabarat & Siswantaya, M.Si, 2017) show that profitability functions as a moderator in the relationship between CSR and firm value. The interest to invest their shares in the company increases, thereby increasing the value of the company. As a result, investors are more interested in investing in companies that are environmentally friendly while still prioritizing the interests of stakeholders.

H4: Profitability can moderate the effect of corporate social responsibility (CSR) disclosure on firm value.

The more assets a company owns, the more CSR disclosures are needed to confirm its impact on company value and this is reported in the annual report, in this case, the disclosure is also more comprehensive and a consideration. Investors determine the value of the company (Kusumayanti, 2016).

In previous research, results showed that the influence of profitability as a moderating variable in the relationship between firm size and firm value showed positive results and there was also a negative effect between one variable and another. The hypothesis proposed in previous research is as follows.

H5: Effect of profitability as a moderating variable in the relationship between firm size and firm value.

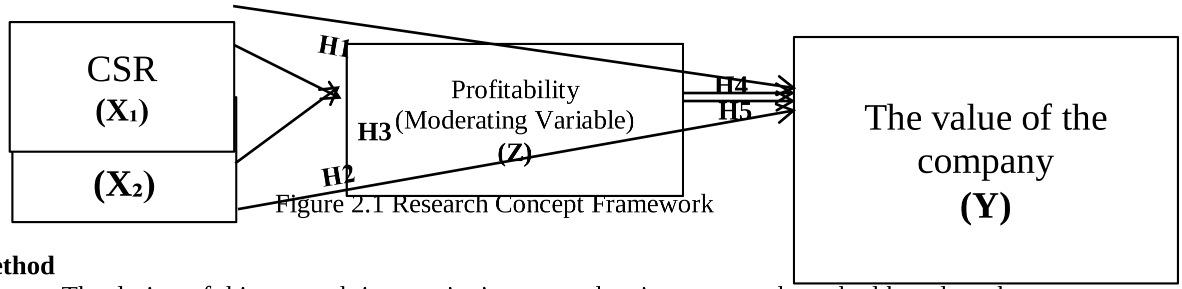

Figure 2.1 Research Concept Framework

Method

The design of this research is quantitative research using a research method based on the philosophy of positivism used in a simple linear analysis that examines the relationship between variables, namely the company's Corporate Social Responsibility (CSR) and Profitability.

The total population in the research on manufacturing companies listed on the Indonesia Stock Exchange for the 2021 period is 30 issuers.

In this study, the sampling technique used purposive sampling, namely the selection of samples based on criteria determined by the researcher. The selection of the sample in this study was based on purposive sampling with the following criteria:

1. Manufacturing companies listed on the Indonesia Stock Exchange in 2021.
2. Manufacturing companies that publish annual financial reports in 2021
3. Manufacturing companies that disclose Corporate Social Responsibility (CSR) in their annual financial reports.
4. Companies that publish annual reports based on GRI G4 during the 2021 period.

The type of data used in this study is secondary data using annual reports of manufacturing sector companies that have gone public.

The data source that will be processed in the research analysis is the official website of each company in this study the data consists of financial reports and annual reports of manufacturing companies listed on the Indonesia Stock Exchange for the 2021 period.

The data collection method used in this study is content analysis, namely by observing the financial statements of the selected manufacturing companies as samples that have been published by each company.

The data collection technique uses the documentary method or the company's annual financial reports that have been published by the authors and obtained from the official website of each company.

Operational Definitions and Variable Measurement Methods

The value of the company

Firm value uses Raiso Tobin's Q-proxy, which aims to provide information in this study regarding firm value with more accurate results (Mustaruddin, 2009 in Nuzula, 2016). Tobin's Q formula (Bidhari et al, 2013, Nuzula, 2016) is:

$$\textbf{Tobin's Q} = \frac{EMV+DEBT}{TA}$$

The following is a type of disclosure from the Independent variable:

Disclosure of Corporate Social Responsibility (CSR)

Measurement of CSR disclosure uses content analysis to measure the flexibility of CSR disclosure. Content analysis is a CSR measurement method used in previous studies. This approach uses a dichotomous approach, namely how each CSR item in the survey instrument gets a value of 1 if it is disclosed and 0 if it is not disclosed which can be accessed by www.globalreporting.org. According to Wulandari (2015). Disclosure of corporate responsibility can be calculated using the following formula:

$$(\textbf{CSRIj} = \frac{\sum Xij}{Nj})$$

Information :

CSRj = Disclosure of the Company's Corporate Social Responsibility Index j
Xij = 1 if the item i is disclosed, 0 = if the item i is not disclosed
Nj = Number of company items j

Company Size

According to Jekwam and Hermuningsih (2018), company size is a production measurement standard that is used as a limit or reference to find out how big the company is. Company size is averaged using the natural logarithm of the balance sheet, because the companies in this research sample may have different assets due to differences in company sizes that are widely used in these companies. Company size can be calculated using the following formula:

***size*= Log natural (Total Assets)**

Profitability

ROA analysis is used to measure a company's ability to generate profits based on the total assets owned by the company after deducting the costs of marking these assets. ROA can be calculated using the following formula:

$$\textbf{ROA} = \frac{Laba\ Bersih\ Setelah\ Pajak}{Total\ Asset} x\ 100$$

Results and Discussion

Research result

From the results of tests conducted by researchers, the following results were obtained:
Descriptive Statistics Test

The table shows the descriptive numbers for each variable with a total of 30 observations. The explanation of the descriptive analysis is as follows:

Table 4.1 Descriptive Statistical Test Results

Descriptive Statistics

	N	Minimum	Maximum	Means	std. Deviation
CSR	30	.22	.86	.4837	.15307
ROA	30	.00	11.62	1.1843	2.93681
SIZE	30	1.03	632.00	29.2010	114.88671
TOBINSQ	30	.03	6.79	1.2403	1.67884
Valid N (listwise)	30				

Source: SPSS 20 self-processed, 2023

The test results in the table above show that CSR has a minimum value of 0.22 for the Island Concepts Indonesia Tbk company in 2021, with a maximum CSR value of 0.86 for the Bakrie & Brothers Tbk company in 2021. Meanwhile, the average (mean) CSR value is 0.4837 which means the average of all companies use the total to assess the gross profit. The standard deviation is 0.153 which means that the data spread is greater because the value is greater than the mean average value.

Profitability is the company's ability to obtain profits. From the profitability variable, the measuring tool used is Return On Assets (ROA. The minimum ROA value is 0.00 for the Sumi Indo Kabel Tbk company in 2021. The maximum ROA value is 11.62 for the Kobexindo Tractors Tbk company in 2021. The mean ROA value is 1.1843 indicating that the average on average all companies can use their assets to increase net profit. The standard deviation of ROA is 2.93681 indicating that the spread of data is greater because the value is higher than the mean value.

The size of the company (SIZE) is the scale seen from the total assets of a company or organization that combines and organizes various resources to produce goods or services for sale. The minimum SIZE value of 1.03 was obtained for the company ABM Ivestama Tbk in 2021. The maximum value of 632.00 or 632 was obtained for the company Geopra Solusi Tbk in 2021. The mean value of 29.2010 explains that the number of company sizes is greater. The standard deviation is 1.67884 which indicates a smaller spread of data because the value is smaller than the mean (mean).

Firm value is the dependent variable using Tobins'q as a measurement tool. The minimum value of 0.03 was obtained for the KMI Wire & Cable Tbk company in 2021, while the maximum Tobins'q value of 6.79 was obtained for the Citatah Tbk company in 2021. The mean Tobins'q value of 1.2403 explains that the average Tobins'q value is more than 1 This means that it indicates that the stock price in the market is greater than the earnings per share. Standard deviation is a form of measurement used to measure the amount of variation in data values that describes the magnitude of a group of data against the average. The standard deviation of Tobins'Q is 1.67884 which indicates a larger spread of data because the value is higher than the mean (mean).

The lowest Tobins'q value of 0.42 was obtained at the Multi Indocitra Tbk company in 2014. The highest Tobins'q value was 0.97 at the Harum Energy Tbk company in 2014. The mean Tobins'q value of 0.69 explains that the average Tobins'q value is less than 1. This means that the value of the market capitalization and the company's total debt is less than the total assets owned by the company. The Tobins'q standard deviation is 0.10 which indicates a smaller spread of data because the value is smaller than the mean (mean).

Normality test

The normality test aims to test whether the data in the regression model, the residual variable has a normal distribution. One way to see whether the data is normally distributed or not can be known by using the Kolmogorov-Smirnov normal test. The results of normality calculations using SPSS can be seen in the table below:

Table 4.2 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		30
Normal Parameters, b	Means	0E-7
	std. Deviation	1.43268468
Most Extreme Differences	absolute	.188
	Positive	.188
	Negative	-.109
Kolmogorov-Smirnov Z		1,031
asymp. Sig. (2-tailed)		.238
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data processed in 2023

The table above shows the Asmp values. Sig. (2-tailed) 0.238 is greater than 0.05 which means accepting H0 and rejecting H1. So it can be concluded that the data used in this study are normally distributed. In other words, this research data can represent the population.

Multicollinearity Test

The multicollinearity test was used to test whether the regression model found a correlation between the independent variables. A good regression model should not correlate with the independent variables (Ghozali, 2018: 108). To detect whether there is multicollinearity can be done by looking at the tolerance value and the inflation factor variant. If the test results are obtained from the TOL value greater than 0.10 and VIF less than 10, then it can be said that there are no symptoms of multicollinearity. The following is the result of multicollinearity testing:

Table 4.3 Multicollinearity Test Results

Coefficients			
Model		Collinearity Statistics	
		tolerance	VIF
1	CSR	.796	1,256
	ROA	.806	1,241
	SIZE	.978	1,022
a. Dependent Variable: TOBINSQ			
Source: Data processed in 2023			

The test results are based on what can be seen in the table above, that the tolerance value (TOL) for each independent variable has a TOL value > 0.10 and the Variance Inflation Factor (VIF) value for each variable has a VIF value < 10. This can indicate that the model regression of the independent variables used in this study did not show symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether, in the regression model, there is an inequality of variance from one residual observation to another. The following is the data from the heteroscedasticity test using the Glejser test:

Table 4.4 Heteroscedasticity Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,243	.268		4,633	.000
	DX1	-.614	1,609	-.090	-.382	.706
	DX2	005	071	.016	.066	.948
	DX3	.000	002	022	.113	.911
a. Dependent Variable: ABUT2						

Source: SPSS processed in 2023

Based on the calculation results from the Glejser test output in the table above, it shows that no heteroscedasticity disorder occurs in the process of estimating the parameters of the presumption model, where the significance value of the DX1 variable or CSR is -0.614 greater than 0.05. So it can be concluded that there is no heteroscedasticity problem.

Goodness of Fit Test (Test F)

The F test is used to see the overall effect of the independent variables on the dependent variable. Which aims to determine whether the research model is feasible or not, using a significant level of 0.05 (α = 5%).

The test criteria used are as follows: (1) If the significant value is <0.05 then it is normally distributed; (2) If the significant value is > 0.05, the distribution is not normal. The results of calculations using SPSS obtained significant values as seen in the ANOVA presented in the following table:

Table 4.5 Partial Test Results (t-test)

ANOVAa						
	Model	**Sum of Squares**	**df**	**MeanSquare**	**F**	**Sig.**
1	Regression	22,211	3	7,404	3,234	.038b
	residual	59,525	26	2,289		
	Total	81,736	29			
a. Dependent Variable: TOBINQ						
b. Predictors: (Constant), SIZE, ROA, CSR						

Source: Data processing, 2023

Based on the results in the table above, it is known that the significant value of the F test is 0.038, which means a small size of 0.05, which means that Corporate Social Responsibility (CSR), company value and size have a significant effect on the profitability of manufacturing companies. So that the research model is feasible to use.

Determination Coefficient Test (R^2)

The coefficient of determination (R^2) is used to determine the influence between the two variables. The coefficient of determination shows the percentage variation in the value of the dependent variable that can be explained by the resulting regression equation. The magnitude of the coefficient of determination is 0 to 1. The closer to zero the magnitude of the coefficient of determination (R^2) of a regression equation, the smaller the effect of disclosure of Corporate Social Responsibility (CSR) and vice versa. Following are the results of the coefficient of determination test using SPSS:

Table 4.6 Test Results for the Coefficient of Determination (R^2)

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.521a	.272	.188	1.51308
a. Predictors: (Constant), SIZE, ROA, CSR				

Source: Data processed in 2023

Based on the results of the SPSS output above, a correlation/relationship (R) value of 0.521 is obtained and it is explained that the percentage influence of the independent variable on the dependent variable is called the coefficient of determination (R^2) which is the square of R. In the table, the R^2 value is 0.272, which shows that CSR disclosure can explain R Square of 27.2%. While the remaining 72.8% is obtained from the results of 100.0% - 21.2% and is explained by other factors outside of CSR disclosure such as profitability, company size, and other factors.

T-test (Moderation Test Analysis)

The partial test or t-test is used to measure the relationship between the independent variables and the dependent variable: (1) If the significant value is > 0.05 then H0 is accepted or H1 will be rejected; (2) If the significant value <0.05 then H0 is rejected or H1 will be accepted.

Table 4.7 Test Results t

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-1,623	.998		-1,627	.116
	CSR	5,958	2057	.543	2,896	008
	ROA	-.026	.107	-.046	-.246	.808
	SIZE	.000	002	.030	.180	.859
a. Dependent Variable: TOBINQ						

Source: Data processed in 2023

Based on the results in the table above, the following conclusions can be drawn: (1) Testing the first hypothesis is to test whether Corporate Social Responsibility (CSR) has a positive effect on profitability. So based on the results of testing the research hypothesis in the table above the effect of CSR on profitability produces a t-value of 0.543 with a significant value of 2.896 greater than 0.05. From these results it is known that CSR partially has a significant effect on profitability, the regression coefficient for CSR is -1.623 indicating a positive direction, which means that H1 is accepted and H0 is rejected; (2) Testing the second hypothesis is to test whether ROA has a positive effect on profitability. Then based on the results of testing the research hypothesis in the table above the effect of ROA on profitability produces a t-value of -0.246 with a significant level of 0.808 greater than 0.05; (3) Testing the third hypothesis is to test whether size has a positive effect on profitability. So based on the results of testing the hypothesis in the table above the effect of size on profitability produces a t-value of 0.180 with a significant level of 0.859 greater than 0.05. From these results, it can be seen that the size partially does not have a significant effect on profitability. the size regression coefficient of 0.000 shows a negative direction, which means that H1 is rejected and H0 is accepted. 808 is greater than 0.05; (3) Testing the third hypothesis is to test whether size has a positive effect on profitability. So based on the results of testing the hypothesis in the table above the effect of size on profitability produces a t-value of 0.180 with a significant level of 0.859 greater than 0.05. From these results, it can be seen that the size partially does not have a significant effect on profitability. the size regression coefficient of 0.000 shows a negative direction, which means that H1 is rejected and H0 is accepted. 808 is greater than 0.05; (3) Testing the third hypothesis is to test whether size has a positive effect on profitability. So based on the results of testing the hypothesis in the table above the effect of size on profitability produces a t-value of 0.180 with a significant level of 0.859 greater than 0.05. From these results, it can be seen that the size partially does not have a significant effect on profitability. the size regression coefficient of 0.000 shows a negative direction, which means that H1 is rejected and H0 is accepted. 180 with a significant level of 0.859 greater than 0.05. From these results, it can be seen that the size partially does not have a significant effect on profitability. the size regression coefficient of 0.000 shows a negative direction, which means that H1 is rejected and H0 is accepted. 180 with a significant level of 0.859 greater than 0.05. From these results, it can be seen that the size partially does not have a significant effect on profitability. the size regression coefficient of 0.000 shows a negative direction, which means that H1 is rejected and H0 is accepted.

Moderation Test Analysis (MRA)

Interaction test often called Moderated Regression Analysis (MRA) is a special application of multiple linear regression where the regression equation contains an interactive element (multiplication of two or more independent variables). The results of the MRA test are as follows:

Table 4.8 Moderating Test Analysis (MRA)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-1,494	1,092		-1,368	.184
	CSR	5,739	2,227	.523	2,577	.016
	SIZE	.000	003	.029	.169	.867
	MODDERATION1	-.017	040	-.081	-.417	.680
	MODDERATION2	011	.173	014	063	.950
a. Dependent Variable: TOBINSQ						

The influence of profitability as a moderating variable in the relationship between size and firm value

$$FV = \alpha + \beta 1\ (CSR) + \beta_2(SIZE) + \beta_3(PRFT) + \varepsilon$$

The results of the first test in this study indicate that the size of the firm does not strengthen the relationship between CSR and the value of mining sector public companies listed on the Indonesia Stock Exchange period year 2021. The hypothesis test shows a significance number of -0.417 (> 0.05), so statistics do not support H1.

Testing the Impact of Profitability Hypothesis as a Moderator on the Effect of Disclosure of Corporate Social Responsibility (CSR) on Firm Value

$$\textbf{FV} = -1.494 + 5.739\ CSR + 0.000\ SIZE - 0.017\ MODERATION\ 1 + 0.011\ MODERATION\ 2 + \varepsilon$$

The results of the second test on the calculated t-value of profitability as a moderating variable on the effect of CSR disclosure on firm value which is assumed to be CSR* Profitability obtained from the t-test is 0.63 and a significance value of 0.000, which means 0.000 <0.05. The test results indicate that profitability as a moderating variable has a positive effect or strengthens the effect of CSR disclosure on firm value. The results of testing the second hypothesis in this study indicate that profitability as a moderator has a positive effect or strengthens the effect of CSR disclosure on firm value, thus H_2accepted.

Discussion

The influence of CSR on firm value

Based on the SPSS output, the results of this study indicate that the CSR variable has a significant effect on firm value. CSR can influence the value of the company because with the information on corporate social responsibility reports, it can give a positive signal to potential investors so that it will increase stock prices. This is by the signaling theory. Disclosure of CSR is regulated in Law No. 25 of 2007 concerning investment and Law No. 40 of 2007 concerning Limited Liability Companies, that companies must carry out CSR and disclose it because if they do not carry out CSR, the company will be subject to sanctions by statutory provisions.

This is to the theory that a company is not an entity that only operates for its own sake but must provide benefits to its stakeholders. This theory also argues that adjusting to the interests of stakeholders will lead to satisfaction for them. Stakeholder satisfaction can be achieved in various ways, one of which is increasing sustainable social responsibility. The results of this study support the results of research conducted by Kusumadilaga (2010), stating that the Corporate Social Responsibility (CSR) variable has a significant effect on firm value.

Effect of Profitability (ROA) on Firm Value (Tobins'Q)

Return on Assets(ROA) is an indicator of profitability that is used to measure a company's ability to generate profits with its assets. The t-test is used to test whether there is an effect of the independent variable, namely Return On Assets (ROA) on firm value (Tobin's Q). Based on the test results obtained a significance value of ROA of 0.000. The significance value is less than 0.05, or a value of 0.000 <0.05, so it can be concluded that ROA has a positive and significant effect on firm value. If the company's profitability increases, the demand for these shares will increase, and with an increase in stock prices, it will increase the value of the company. Thus the first hypothesis (H1) in this study is accepted.

The results of this study are the same as those of Pradnyana and Putra (2017), Purwaningsih and Wirajaya (2014), and Funawati and Kurnia (2017) who found that ROA has a positive and significant effect on firm value.

Effect of firm size on firm value

The results of this study state that firm size has a positive effect on firm value. Based on the results of multiple regression analysis, firm size and firm value have a positive t value of at least a significance level of alpha (0.05). That is, company size has a significant positive effect on firm value. Thus, H2 which states that firm size has a positive effect on firm value is accepted.

The results of this study are supported by signaling theory which explains that company size is an assessment for investors and large company size is a positive signal for investors because investors assess large company size as reflecting that the company is experiencing good development and growth so that the value of a company it increases

The Effect of Profitability on the Relationship Between Corporate Social Responsibility and Company Value

Based on the SPSS output, the results of this study indicate that profitability as a moderating variable can strengthen the influence of Corporate Social responsibility company value. Corporate Social Responsibility (CSR) can increase company value when company profitability is high, and conversely CSR can reduce company value when company profitability is low. The influence of profitability in the relationship between CSR and firm value is because the average manufacturing company listed on the IDX is classified as a company that is loyal in budgeting its funds for Corporate Social Responsibility activities, namely companies that have high profits, then have high CSR disclosures as well. Hackson and Milne, 1996 (in Anggraini 2006) stated that the higher the level of company profitability, the greater the company's social information. So it can be concluded that,

Dahlia & Siregar (2008) indicated that the company's ethical behavior in the form of social responsibility towards the surrounding environment has a long-term positive impact which is reflected in the company's profit (profit) and increased financial performance. The results of this study support the research of Frihatni (2014) & Saedah (2015) which concluded Profitability as a moderating variable has a positive effect on the CSR relationship.

Effect of Profitability as a moderating variable in the relationship between Firm Size and Firm Value

This study states that CSR disclosure strengthens the positive effect of firm size on firm value. Based on the results of the MRA test, the CSR disclosure variable as a moderating variable with firm size has a positive t value of 0.688 with a significance level of 0.493 greater than alpha (0.05). That is, CSR disclosure is not able to moderate or strengthen the effect of firm size on firm value. In this case, the type of moderation is potential moderation, where b2 and b3 are not significant, which means that the potential CSR variable is a moderating variable. Thus, H4 which states that CSR disclosure will strengthen the positive influence of the relationship between firm size and firm value is rejected.

The results of this study indicate that investors do not respond to CSR disclosures that have been made by the company. In the Limited Liability Company Law No. 40 of 2007 Chapter IV concerning Social and Environmental Responsibility, it is stated that companies that carry out their business activities in the field of and/or related to natural resources are required to carry out social and environmental responsibilities.

Conclusion

Based on the explanation previously explained, it can be concluded that profitability has a significant positive effect on firm value, where an increase in profitability will increase firm value. Corporate Social Responsibility has a significant positive effect on firm value, where an increase in Corporate Social Responsibility will increase firm value. Profitability has a significant positive effect on Corporate Social Responsibility, where an increase in profitability will increase Corporate Social Responsibility. Corporate Social Responsibility can mediate the relationship between profitability and firm value.

Advice that can be given to the company is expected to improve the company's performance to produce optimal profitability so that the value of the company will increase to attract investors to invest in the company. In addition, companies are also advised to pay more attention to Corporate Social Responsibility which can increase company value. For stakeholders, especially investors and creditors, to pay attention to the implementation and disclosure of Corporate Social Responsibility by companies, especially manufacturing companies, to be careful in making investment decisions. For further research, it is expected to develop this research. Further research is recommended for using all companies listed on the Indonesia Stock Exchange. In addition, other independent variables can be added, such as type of industry, foreign ownership and company size.

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