

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa berpengaruhnya strategi diversifikasi, *intellectual capital*, *corporate social responsibility* terhadap nilai perusahaan yang dimoderasi oleh *corporate governance*. Populasi dalam penelitian ini adalah perusahaan yang terdaftar dibursa efek Indonesia tahun 2015-2019. Sedangkan sampel penelitian yang digunakan adalah data sekunder yang diperoleh dari laporan keuangan perusahaan. Teknik pengambilan sampel yaitu *random sampling*.

Bedasarkan hasil penelitian menunjukkan bahwa strategi diversifikasi tidak berpengaruh signifikan terhadap nilai perusahaan, *intellectual capital* tidak berpengaruh signifikan terhadap nilai perusahaan, *corporate social responsibility* berpengaruh negatif signifikan terhadap nilai perusahaan, *corporate governace* sebagai variabel moderasi memperkuat hubungan strategi diversifikasi terhadap nilai perusahaan, *corporate governace* sebagai variabel moderasi memperlemah hubungan *intellectual capital* terhadap nilai perusahaan, *corporate governace* sebagai variabel moderasi memperlemah hubungan *corporate social responsibility* terhadap nilai perusahaan.

Kata Kunci: Strategi Diversifikasi, Intellectual Capital, Corporate Social Responsibility, Nilai Perusahaan dan Corporate Governace.

ABSTRACT

This study aims to determine how influential the diversification strategy, intellectual capital, corporate social responsibility are on firm value moderated by corporate governance. The population in this study were companies listed on the Indonesian Stock Exchange in 2015-2019. While the research sample used is secondary data obtained from the company's financial statements. The sampling technique is random sampling.

Based on the results of the study, it shows that the diversification strategy does not have a significant effect on firm value, intellectual capital has no significant effect on firm value, corporate social responsibility has a significant negative effect on firm value, corporate governance as a moderating variable strengthens the relationship between diversification strategy and firm value, corporate governance as a variable moderation weakens the relationship between intellectual capital and firm value, corporate governance as a moderating variable weakens the relationship between corporate social responsibility and firm value.

Keywords: Diversification Strategy, Intellectual Capital, Corporate Social Responsibility, Company Value and Corporate Governance.