

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui : (1). pengaruh Corporate Social Responsibility (CSR) Terhadap *Return On Equity (ROE)*. (2). pengaruh Corporate Social Responsibility (CSR) Terhadap Return Saham.

Observasi penelitian sebanyak 78 emiten perusahaan sektor pertambangan yang terdaftar di Bursa Efek Indonesia tahun 2009-2011. Sampel dipilih dengan metode *purposive sampling*, dan metode analisis pada penelitian ini adalah analisis regresi sederhana.

Hasil penelitian menunjukkan bahwa Corporate Social Responsibility (CSR) berpengaruh positif terhadap Return On Equity (ROE).sedangkan untuk Corporate Social Responsibility terhadap Return Saham berpengaruh negatif.

Kata Kunci: Corporate Social Responsibility (CSR), Return On Equity (ROE), Return Saham.

ABSTRAC

The purpose of this study was to determine: (1). the influence of Corporate Social Responsibility (CSR) to Return On Equity (ROE). (2). the influence of Corporate Social Responsibility (CSR) to Return Shares.

Observation of research by 78 issuers listed mining companies at indonesia stock exchange in 2009-2011. Samples were selected by purposive sampling method, and the method of analysis in this study is a simple regression analysis.

The results showed that the Corporate Social Responsibility (CSR) was positif effect to Return On Equity (ROE). While for Corporate Social Responsibility (CSR) was negative to Return Shares.

Keywords: Corporate Social Responsibility (CSR), Return on Equity (ROE), Return Shares.