Indah Wardatul Mufidah, 08322046, *The Influence of Corporate Social Responsibility Disclosure, Operating Profit, Market Value Added on Stock Return*, Accounting, Economics Faculty, University of Muhammadiyah Gresik, February, 2013.

ABSTRACT

This study aims to provide an overview of the influence of corporate social responsibility disclosure, Operating Profit, Market value added on stock return. The sample used in this research were 24 companies listed on the Indonesia Stock Exchange (IDX) during the years 2009-2011 to obtain the results of 72 samples. The sample was selected using purposive sampling method. The data analysis technique used classical assumption test, hypothesis whereas as dependent variable. The results of this study indicate that the Corporate Social Responsibility Disclosure influence on Stock Return as investors considered it essential that stock returns will be accepted such as Corporate Social Responsibility Disclosure costly it will have an impact on the stock return is received. Operating Income does not influence the stock return because investors do not just look at profits alone but from the information management policy and the possibility of expansion. Market Value Added has no influence on stock return because investors do not take advantage of Market Value Added as the investment decision-making and as a measure of financial performance.

Keywords: Corporate Social Responsibility, Operating Profit, Market Value Added, and Return Stock.

Indah Wardatul Mufidah, 08322046, **Pengaruh** *Corporate Social Responsibility Disclosure***, Laba Operasi,** *Market Value Added* **Terhadap** *Return* **Saham**, Akuntansi, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Februari, 2013.

ABSTRAKSI

Penelitian ini bertujuan untuk memberikan gambaran pengaruh *Corporate social responsibility disclosure*, Laba operasi, *Market value added* terhadap *Return* saham. Sampel yang digunakan dalam penelitian ini berjumlah 24 perusahaan yang terdaftar di Bursa Efek Indonesia (BEI) selama tahun 2009-2011 sehingga didapatkan hasil 72 sampel. Sampel ini dipilih dengan menggunakan metode *purposive sampling*. Teknik analisis data dilakukan dengan uji asumsi klasik, pengujian hipotesis menggunakan analisis regresi linier berganda dengan *Corporate Social Responsibility*, Laba Operasi dan *Market Value Added* sebagai variabel independen, sedangkan *Return* saham sebagai variabel dependen. Hasil penelitian ini menunjukkan bahwa *Corporate Social Responsibility Disclosure* berpengaruh terhadap *Return* Saham karena investor memandang penting return saham yang akan diterima seperti Corporate Social Responsibility Disclosure membutuhkan biaya yang besar maka akan berdampak pada Return saham yang diterima. Laba Operasi tidak berpengaruh terhadap *Return* Saham karena investor tidak hanya melihat dari informasi laba saja tapi dari kebijakan manajemen dan kemungkinan adanya ekspansi. *Market Value Added* tidak berpengaruh terhadap *Return* Saham karena investor belum memanfaatkan *Market Value Added* sebagai pengambilan keputusan investasinya dan sebagai ukuran penilaian kinerja keuangan.

Kata kunci *: Corporate Social Responsibility*, Laba Operasi*, Market Value Added*, *Return* Saham.