

ABSTRACT

Susanti, Ratna Tri Yuli. 2014. Title: Analysis of Stock Price Differences Before, During and After Disclosure of Corporate Social Responsibility (CSR) In Manufacturing Company on the Stock Exchange Period 2010-2013 (Study on the Indonesia Stock Exchange).

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Keywords: Stock Price, Disclosure of Corporate Social Responsibility Report (CSR), Manufacturing Sector

The Environmental damage, pollution and social disparities in Indonesia increasingly obvious has become an issue of concern in the business community, especially as entrepreneurs Processing Manufacturing sector which generates a lot of waste that could potentially contaminate the surrounding environment. So there is awareness of the company to mitigate the negative impact of these By doing CSR and convey to the public that could add to the image and perception of the Company, as well as business continuity is maintained. This is supported government regulation in the Limited Liability Company Law No.. 40 Article 74 of 2007 which states that the company in carrying out business activities related to natural resources required to carry out social and environmental responsibility. This study aims to determine the difference Manufacturing Company's stock price before and after the disclosure of CSR reports as well as before, during, and after the CSR Disclosure Statement.

The approach used in this study is a quantitative method of Event Study. The samples used were 37 companies from Manufacturing sector. Time spent as a research that is 11 days, 5 days before, 1 day at the time, and 5 days after the disclosure of the report Corporate Social Responsibility 2010-2013. By using statistical test and ANOVA test with paired samples test analysis tools SPSS.17

The analysis results show that there is a difference between the stock price before the manufacturing sector during, and after the disclosure of the Corporate Social Responsibility report 2010-2013. This is evidenced by the F test of 0.003 and 0.997 for sig F whose value is above the 5% significance level. And there are differences in stock prices before and after the disclosure of this CSR report is shown by the numbers above 0.05 0.999 probability value (sig 0.000).