

CHAPTER V

CONCLUSION

This chapter explains the conclusion of the research based on the analysis on the previous chapter, followed by the assessment of the limitations and possible directions for the further research.

5.1 Conclusion

This research is an empirical research conducted on listed companies of property, real estate and building construction sector and aimed to see the effect on corporate social responsibility disclosure towards corporate market value by using secondary data in analyzing the annual reports in three consecutive years from 2012 until 2014 that represented the current situation of CSR disclosure issue. The data is proceed by using SPSS 23.0 software tool and used classical assumption test as the indicator to analyze the result of the effect of CSR index as the proxy of corporate social responsibility disclosure and price to earnings ratio (PER) as the proxy of corporate market value.

So, based on the analysis and discussion of the results from previous chapter, it can be concluded that the Corporate Social Responsibility Disclosure has significant effect and negative influence towards Corporate Market Value on listed companies in Property, Real Estate and Building Construction sector. The negative influence statistically caused by the big gap of the comparison between variable data and nominal. In practical, this indicates that in order to see the performance of a company,

instead of looking at the Price-to-Earnings Ratio only, there are some others factors that should also be considered such as other financial and non-financial aspects to generalize the result of a company's performance better. In addition, the results also shows that companies are increasingly paying more attention to CSR disclosure on their annual reports and can be seen that mostly the number of CSR disclosure on the companies are increased. This means that the implementation of company's regulation towards CSR disclosure has been improved year by year from 2012-2014.

5.2 Research Limitations and Implications

There are some limitations of this research that can be used as considerations for the further research to be done, those are:

1. This research is only conducted for three years observation, 2012-2014. Adding some more years of observation can increase the reliability and deeper analysis for the issue of CSR disclosure itself and its influence or effect.
2. The research only focused on Property, Real Estate and Building Construction sector only to be analyzed. It would be better to analyze more or different sectors since there are many other sectors that also have CSR disclosure issue.
3. This research only used price to earnings ratio as the indicator of corporate market value. So, that would be better to add more variables and indicators to be analyzed to see the effect that CSD disclosure can has in.
4. This research only used CSR Index as the measurement of CSR disclosure. Since there were lack of general accepted principles, some companies that avoided giving specific and relevant information about CSR, and used CSR

disclosure as an additional instrument for advertising only, by the changing of the time, there will be some more developments on the way to measure CSR. So, that would be better for further research to use CSR measurement method that will be more updated to be used and give better and deeper point of view on CSR itself.

Since CSR issue is a very interesting and potential topic of research to be analyzed, the implication of this research can be used as the basic information and references about CSR disclosure in corporate for further research. Companies are expected to improve the quality of their CSR disclosure to be clearer and more specific in giving information for investors to help the decision making.

