

ABSTRACT

This study aims to analyze :(1) the influence of Corporate Ethical Identity in improving corporate performance (2) role of Corporate Ethical Identity in improving company performance with ownership structure as moderation variable. Company performance used in this reaserch is market performance (Tobins Q).

The population in this study is a manufacturing company listed in Indonesia Shariah Share Index (Indonesia Stock Exchange) during the years 2014-2016. The total sample of this study amounted to 186 manufacturing companies determined by the method of purposive sampling. Data analysis techniques used in this study is linear regression analysis and Moderated Regression Analytics (MRA).

The result showed that Corporate Ethical Identity has a positive effect on company performance (market performance). While the structure of public ownership moderates the positive impact of Corporate Ethical Identity on company performance (market performance).

Keywords: Corporate Ethical Identity, Ethical Identity Index, Company Performance, Market Performance, Tobins' Q, Structure of Public Ownership.