

**PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* (CSR) TERHADAP
KINERJA KEUANGAN PERUSAHAAN**

**(Studi Empiris Pada Perusahaan Perbankan Yang Terdaftar Di Bursa Efek
Indonesia Tahun 2015-2019)**

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ABSTRAK

Corporate Social Responsibility (CSR) merupakan suatu cara agar perusahaan mengelola usahanya tidak hanya untuk kepentingan para pemegang saham (*shareholder*), tetapi juga untuk pihak-pihak lain diluar perusahaan seperti Pemerintah, Lingkungan, Lembaga Swadaya Masyarakat, Para Pekerja, dan Komunitas Lokal atau yang sering disebut sebagai pihak *Stakeholder*. Penelitian ini bertujuan untuk menganalisis pengaruh *Corporate Social Responsibility* (CSR) terhadap Kinerja Keuangan Perusahaan, dalam penelitian ini diproksikan kedalam *Return On Equity* (ROE) dan *Return Saham*. Populasi dari penelitian ini adalah perusahaan-perusahaan sektor Perbankan yang terdaftar di Bursa Efek Indonesia pada periode 2015-2019. Jumlah sampel yang digunakan adalah 45 sampel, metode pengambilan sampel menggunakan *Purpose Sampling*. Pengolahan data penelitian menggunakan software SPSS 23 dengan Metode Statistika Deskriptif, Uji Asumsi Klasik, Analisis Regresi Sederhana dan Uji Hipotesis. Hasil penelitian ini menunjukkan bahwa *Corporate Social Responsibility* (CSR) berpengaruh positif terhadap *Return On Equity* (ROE) dan *Corporate Social Responsibility* (CSR) berpengaruh positif terhadap *Return Saham*.

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

**EFFECT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON THE
FINANCIAL PERFORMANCE OF THE COMPANY**

**(Empirical Study On Banking Companies Registered In Indonesia Stock
Exchange 2015-2019)**

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ABSTRACT

Corporate Social Responsibility (CSR) is a way for companies to manage their business not only for the interests of shareholders, but also for other parties outside the company such as the Government, the Environment, Non-Governmental Organizations, Workers, and Local Communities or those who often referred to as the Stakeholder. This study aims to analyze the effect of Corporate Social Responsibility (CSR) on Company Financial Performance in this study proxied into Return On Equity (ROE) and Stock Return. The population of this research is banking sector companies listed on the Indonesia Stock Exchange in the 2015-2019 period. The number of samples used was 45 samples, the sampling method used was purposive sampling. Research data processing using SPSS 23 software with descriptive statistical methods, classical assumptions test, simple regression analysis and hypothesis testing. The results of this study indicate that Corporate Social Responsibility (CSR) has a positive effect on Return On Equity (ROE), and Corporate Social Responsibility (CSR) has a positive effect on Stock Return.

Keywords: Corporate Social Responsibility (CSR), Return On Equity (ROE), and Stock Return.