***ABSTRACT***

The purpose of this research is to know how to influence the company's performance to corporate social responsibility. Corporate Social Responsibility is an activity of the company in achieving a balance or integration of economic, environmental, and social without compromising the expectations of the shareholders (generate profit). In this study, the company's performance is measured by using ROE (Return On Equity), ROA (Return on Assets) and EPS (Earning Per Share).

The sample used in this study were all manufacturing companies listed on the Stock Exchange the period 2012 - 2014 and publishes annual report respectively - participated during the observation period in www.idx.co.id website by using purposive sampling method. There are 54 companies that meet the criteria of the study sample. The analytical method used in this study is multiple regression. Data collection method used in this research is the method of documentation and literature study method.

Based on test results, the first hypothesis was found that the variable Return On Equity (ROE) significant positive effect on Corporate Social Responsinility (CSR),since the value t count> t table (2.323> 2.009), the second hypothesis is variable Return On Asset (ROA) partially no effect on Corporate Social Responsibility (CSR), since the value t count> - t table (2.349> 2.009, the third hypothesis is the variable Earning Per Share (EPS) partially affect the Corporate Social Responsibility (CSR), since the value t count> t table (2.349> 2.009) and The fourth hypothesis is ROE, ROA, and EPS together - the same effect on CSR, since F count> F table (5.798> 2.790).

Keywords: *Corporate Social Responsibility, Return On Equity, Return On Asset, Earning Per Share, Annual Report, Purposive Sampling.*

**INTISARI**

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh kinerja perusahaan terhadap *corporate social responsibility*. *Corporate Social Responsibility* merupakan aktivitas perusahaan dalam mencapai keseimbangan atau integrasi antara aspek ekonomi, lingkungan, dan sosial tanpa mengesampingkan ekspektasi para pemegang saham (menghasilkan profit). Dalam penelitian ini, kinerja perusahaan diukur dengan menggunakan ROE (*Return On Equity*) , ROA ( *Return On Asset )* dan EPS ( *Earning Per Share ).*

Sampel yang digunakan dalam penelitian ini adalah semua perusahaan manufaktur yang tercatat pada BEI periode 2012 – 2014 dan menerbitkan *annual report* secara berturut–turut selama periode pengamatan di website *www.idx.co.id* dengan menggunakan metode *purposive sampling*. Terdapat 54 perusahaan yang memenuhi kriteria sampel penelitian. Metode analisis yang digunakan pada penelitian ini adalah regresi berganda. Metode pengumpulan data yang digunakan dalam penelitian ini adalah metode dokumentasi dan metode studi pustaka.

Berdasarkan hasil pengujian, pada hipotesis pertama ditemukan bahwa variabel *Return On Equity ( ROE )* berpengaruh positif signifikan terhadap *Corporate Social Responsinility ( CSR )*, karena nilai t hitung > t tabel ( 2,323 > 2,009), hipotesis kedua yaitu variabel *Return On Asset (ROA)* secara parsial tidak berpengaruh terhadap *Corporate Social Responsibility (CSR),* karena nilai –t hitung > - t tabel (2,349 > 2,009), hipotesis ketiga yaitu variabel *Earning Per Share (EPS)* secara parsial berpengaruh terhadap *Corporate Social Responsibility (CSR)*, karena nilai t hitung > t tabel ( 2,349 > 2,009) dan hipotesis keempat adalah variabel ROE, ROA, dan EPS secara bersama– sama berpengaruh terhadap CSR, karena nilai F hitung > F tabel ( 5,798 > 2,790 ).

Kata Kunci: *corporate social responsibility, return on equity, return on asset, earning per share.annual report,purposivesampling.*