

ABSTRACT

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) TO THE FINANCIAL PERFORMANCE OF THE COMPANY.

This study is aiming to test the effect of Corporate Social Responsibility has a positive effect to the financial performance of the company.

This study is using manufacture company on stock exchange from 2013-2015 as study sample based on the result of purposive sampling obtained 23. Manufacture companies that fulfill sample criteria. Hypothesis test of this study is done by using multiple regression analysis and helped by SPSS ver 16.00 program.

The result of classic assumption show that regression model not have any classic assumption problem. The result of hypothesis test show that Corporate Social Responsibility (CSR) have positive effect to the financial performance of the company.

The result of this study be expected company will raise awareness not only to company that Corporate Social Responsibility (CSR) is very helpful financial performance of the company. Company that used as study sample be expected can be reproduced are not just limited form manufacture company so that hoped that the result can be optimally generalizable. This study only to proof of effect of Corporate Social Responsibility (CSR) to the financial performance of the company in Indonesia stock exchange cause of that for future study, to be expected next study can researching with adding another variable.

Key Words : Corporate Social Responsibility (CSR), Return on Asset (ROA).