

ABSTRACT

Helen Filiani, "Factors Affecting Implementation of Corporate Social Responsibility". (Under the guidance of Mrs. Kusmawati, S.E., M. Si)

This study aimed to determine the factors that affect the implementation of corporate social responsibility, among others, in the form of variable pressure environmental organizations, government regulation, social pressure and social cost as an independent variable. The research was conducted on managers of manufacturing companies listed in the city of Palembang in the Department of Industry and Trade. A total of 34 questionnaires were returned and analyzed. Data were tested using multiple linear regression models. The results of testing the first hypothesis (H1) is accepted that stress affects the organization's implementation of corporate social responsibility, the second hypothesis (H2) received the effect of government regulation on the implementation of corporate social responsibility, the third hypothesis (H3) that is acceptable to the community's influence on implementation corporate social responsibility, the fourth hypothesis (H4) rejected the social cost does not affect the implementation of corporate social responsibility.

Keywords: corporate social responsibility, the pressure of environmental organizations, government regulation, social pressure and social costs.