

INTISARI

Kinerja keuangan merupakan penentuan ukuran-ukuran tertentu yang dapat mengukur keberhasilan suatu organisasi atau perusahaan dalam menghasilkan laba. Perusahaan diwajibkan melakukan kegiatan sosial terhadap lingkungan sekitar dan masyarakat. Selain itu tujuan perusahaan adalah meningkatkan nilai perusahaan dengan adanya kemakmuran pemilik atau pemegang saham yang meningkat. Penelitian ini bertujuan untuk meneliti pengaruh pengungkapan *corporate social responsibility*, kepemilikan manajerial dan kepemilikan institusional terhadap kinerja keuangan pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia.

Sampel dalam penelitian ini adalah perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia dalam periode 2011-2014. Metode pengambilan sampel yang digunakan adalah metode *purposive sampling* dan diperoleh 13 perusahaan sampel yang menjadi obyek penelitian. Teknik analisis data yang digunakan adalah regresi linier berganda. Pengujian hipotesis menggunakan uji F dan uji T untuk menguji hubungan antara variabel independen yaitu pengungkapan *corporate social responsibility*, kepemilikan manajerial dan kepemilikan institusional serta variabel dependen yaitu kinerja keuangan dengan tingkat signifikansi sebesar 5%.

Berdasarkan hasil dari penelitian ini bahwa pengujian kelayakan model menunjukkan bahwa variabel independen yaitu pengungkapan *corporate social responsibility*, kepemilikan manajerial dan kepemilikan institusional layak digunakan untuk mengukur pengaruh variabel dependen yaitu kinerja keuangan. Hasil pengujian secara parsial menunjukkan bahwa pengungkapan *corporate social responsibility* dan kepemilikan institusional berpengaruh signifikan terhadap kinerja keuangan, sedangkan kepemilikan manajerial tidak berpengaruh signifikan terhadap kinerja keuangan. Besarnya koefisien determinasi Adjusted R Square (R^2) adalah sebesar 0,220 atau 22%. Hal ini menunjukkan bahwa kinerja keuangan dapat dipengaruhi oleh kontribusi variabel pengungkapan *corporate social responsibility* (CSR), kepemilikan manajerial (KM), dan kepemilikan institusional (KI) sebesar 22% sedangkan sisanya sebesar 78% dipengaruhi oleh variabel lain di luar penelitian ini.

Kata kunci: pengungkapan *corporate social responsibility*, kepemilikan manajerial, kepemilikan institusional, kinerja keuangan

ABSTRACT

Financial performance is the determination of the certain sizes which can measure the success of an organization or a company in generating profit. The companies are required to conduct social activities to the surrounding environment and society. In addition, the objective of the company is to increase the firm value with the prosperity of the owner or the stakeholders. This research is meant to study the influence of the disclosure of corporate social responsibility, managerial ownership and institutional ownership to the financial performance in the manufacturing companies which are listed in Indonesia Stock Exchange.

The sample of this research is the manufacturing companies which are listed in Indonesia Stock Exchange in 2011-2014 periods. The sample collection method has been done by using purposive sampling method and 13 sample companies have been obtained as the research object. The data analysis technique has been done by using multiple linear regressions. Hypothesis test has been done by using F test and T test to examine the correlation between the independent variable which is the disclosure of corporate social responsibility, managerial ownership, and institutional ownership and also the dependent variable i.e. the financial performance with the significance level is 5%.

Based on the result of this research, it shows that the model feasibility test shows that the independent variable that is the disclosure of corporate social responsibility, managerial ownership and institutional ownership are feasible to measure the influence of dependent variable which is the financial performance. The result of partial test shows that the disclosure of corporate social responsibility and institutional ownership has significant influence to the financial performance whereas the managerial ownership does not have any significant influence to the financial performance. The magnitude of the coefficient determination Adjusted R Square (R^2) is 0,220 or 22%. This shows that the financial performance can be influenced by the contribution of variables i.e.: disclosure of corporate social responsibility (CSR), managerial ownership (KM), and institutional ownership (KI) is 22% meanwhile the remaining 78% is influenced by other variables outside of this research.

Keywords: Disclosure of corporate social responsibility, managerial ownership, institutional ownership, financial performance.