

INTISARI

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh penerapan *corporate social responsibility* dan *good corporate governance* yang diproksi dengan kepemilikan institusional, ukuran dewan komisaris, ukuran dewan direksi, dan komisaris independen terhadap kinerja perusahaan pada perusahaan Manufaktur sector industry barang konsumsi yang terdaftar di Bursa Efek Indonesia (BEI) periode 2010 - 2013. Sampel penelitian terdiri dari 22 perusahaan manufaktur sector industry barang konsumsi dengan jumlah pengamatan sebesar 88 dan dipilih secara *purposive sampling*. Data laporan tahunan diperoleh dari *Indo-Exchange File* (IDX). Pengujian hipotesis dalam penelitian ini menggunakan analisis regresi linear berganda untuk menguji pengaruh penerapan *corporate social responsibility* dan *good corporate governance* yang diprosiksi dengan(kepemilikan institusional, ukuran dewan komisaris, ukuran dewan direksi, dan komisaris independen) terhadap kinerja perusahaan diukur dengan menggunakan (ROE).

Hasil uji kelayakan model menunjukkan pengaruh signifikan, hal ini mengindikasikan bahwa model penelitian layak dilanjutkan pada analisa berikutnya. Sedangkan uji t menunjukkan bahwa penerapan *corporate social responsibility* (CSR) berpengaruh terhadap kinerja perusahaan. Sedangkan *good corporate governance* yang diproksi oleh kepemilikan institusional, ukuran dewan komisaris, ukuran dewan direksi, dan komisaris independen juga berpengaruh terhadap kinerja perusahaan. Sehingga hasil uji ini mendukung hipotesis yang telah ditentukan. Hasil penelitian ini menunjukkan bahwa *corporate social responsibility* dan *good corporate governance* berpengaruh terhadap kinerja perusahaan.

Kata kunci: *Corporate Social Responsibility, Good Corporate Governance, Kepemilikan Independen, Ukuran Dewan Komisaris, Ukuran Dewan Direksi, Komisaris Independen, dan Kinerja Perusahaan.*

ABSTRACT

This research is meant to test and to analyze the influence of the implementation of corporate social responsibility and good corporate governance implementation which is proxy by institutional ownership, board commissioner size, board of director size, and independent commissioner to the performance of the company on manufacturing companies which are engaged in consumption goods industry sector which are listed in Indonesia Stock Exchange (IDX) in 2010-2013 periods. The samples are 22 manufacturing companies which are engaged in the consumption goods industry sector with 88 observations and these companies have been selected by using purposive sampling. The annual statement data has been retrieved from Indo-Exchange File (IDX). The hypothesis test of this research has been carried out by using multiple linear regressions analysis to test the influence of the implementation of corporate social responsibility and good corporate governance which is proxy by (institutional ownership, board commissioner size, board of director size, and independent commissioner) to the performance of the company is measured by using (ROE).

The result of model feasibility test shows significant influence, it indicates that the research models are feasible for the following analysis. Meanwhile, the result of the t-test shows that the implementation of corporate social responsibility (CSR) has influence to the performance of the company. Meanwhile, good corporate governance which is proxy by institutional ownership, board commissioner size, board of director size, and independent commissioner has an influence to the performance of the company. Therefore, the result of the test supports the determined hypothesis. The result of this research shows that corporate social responsibility and good corporate governance has an influence to the performance of the company.

Keywords: Corporate Social Responsibility, Good Corporate Governance, board of director size, independent commissioner, and the Performance of the Company.