

## **INTISARI**

Tujuan penelitian ini untuk menguji pengaruh *Corporate Sosial Responsibility*, *leverage*, *size*, dan *tipe* terhadap kinerja keuangan yang diproaksikan dengan menggunakan *return on equity* (ROE) pada perusahaan yang terdaftar di Bursa Efek Indonesia Tahun 2014 – 2016.

Pengambilan sampel dilakukan dengan metode *purposive sampling*, dengan jumlah sampel yang digunakan sebanyak 40 perusahaan dengan periode pengamatan tahun 2014 sampai dengan tahun 2016. Sehingga didapatkan data observasi sebanyak 120. Sumber data sekunder dalam penelitian ini berasal dari Bursa Efek Indonesia dan *website* Bursa Efek Indonesia, <http://www.idx.co.id>. Teknik analisis data menggunakan analisis linier berganda dengan menggunakan program SPSS.

Berdasarkan hasil analisis dapat disimpulkan, *Corporate Sosial Responsibility* (CSR) berpengaruh positif dan signifikan terhadap kinerja keuangan (*Return On Equity*) , Variabel *Leverage* (DER) berpengaruh negatif terhadap kinerja keuangan (*Return On Equity*) , Variabel Ukuran Perusahaan berpengaruh positif terhadap kinerja keuangan (*Return On Equity*) , Variabel Jenis Perusahaan tidak berpengaruh signifikan terhadap kinerja keuangan (*Return On Equity*) .

Kata Kunci : *Corporate Social Responsibility* , *leverage* , Ukuran perusahaan , Jenis Industri, Kinerja Keuangan.

## **ABSTRACT**

*This research aimed to examined the effect of Corporate Social Responsibility, Leverage, Firm size, and type on financial performance which was referred to Return On Equity (ROE) at some companies which were listed on Indonesia Stock Exchange 2014-2016.*

*The sampling collection technique used purposive sampling, in which there were 40 companies during two years observation (2014-2016). As a result, there were 120 observation data. While, the data was secondary, taken from Indonesia Stock Exchange and its website i.e. <http://www.idx.co.id>. Moreover, the data analysis technique used multiple linear regression with SPSS.*

*The research concluded Corporate Social Responsibility (CSR) had positive and significant effect on financial performance (Return On Equity). Likewise, the firm size had positive effect on financial performance (Return On Equity). On the other hand, Leverage (DER) had negative effect on financial performance (Return On Equity). In addition, the firm type had insignificant effect on financial performance (Return On Equity).*

**Keywords :** Corporate Social Responsibility, Leverage, Firm Size, Firm Type, Financial Performance