

PROFITABILITAS PERUSAHAAN SUB SEKTOR *FOOD AND BEVERAGE* MELALUI PENERAPAN *CORPORATE SOCIAL RESPONSIBILITY* DAN *GOOD CORPORATE GOVERNANCE*

Oleh

Putu Candra Wiastuti, NIM 1817041177

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh penerapan *Corporate Social Responsibility* dan *Good Corporate Governance* dalam meningkatkan profitabilitas perusahaan pada Sub Sektor *Food and Beverage*. Desain penelitian yang digunakan adalah kuantitatif kausal. Subjek didalam penelitian yaitu perusahaan di Sub Sektor *Food and Beverage* yang terdaftar di Bursa Efek Indonesia dan objek dalam penelitian yaitu *corporate social responsibility*, *good corporate governance*, dan profitabilitas. Data dikumpulkan dengan pencatatan dokumen kemudian dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) *Corporate Social Responsibility* dan *Good Corporate Governance* berpengaruh signifikan terhadap ROA. (2) *Corporate Social Responsibility* tidak berpengaruh terhadap ROA. (3) *Good Corporate Governance* berpengaruh positif terhadap ROA.

Kata kunci: *Corporate Social Responsibility*, *Good Corporate Governance*, dan Profitabilitas.

Abstract

This study aims to analyze and examine the Corporate Social Responsibility and Good Corporate Governance activities in financial performance of Food and Beverage companies. Quantitative causal is used in this research. The research subjects are Food and Beverage Sub Sector Companies listed on the Indonesia Stock Exchange and the objects in this study are corporate social responsibility, good corporate governance, and financial performance. Data is collected from IDX. Then, data exammated by multiple linear regression analysis. The results shows that Corporate Social Responsibility and Good Corporate Governance had a significant effect on Financial Performance. Corporate Social Responsibility has no affect on Financial Performance. Otherwise Good Corporate Governance has a positive affect on Financial Performance.

Keywords: *Corporate Social Responsibility*, *Good Corporate Governance*, and *Financial Performance*.