

The Role of Good Corporate Governance (GCG) Implementation in Moderating the Effect of Corporate Social Responsibility (CSR) on Corporate Performance

By Dinaraty Alya Putri

Abstract

This research is using quantitative study aimed to see whether there are the role of Good Corporate Governance (GCG) in moderating the influence of Corporate Social Responsibility (CSR) on Corporate Performance. This study uses non-financial SOEs for the 2018-2020 period found on the official website of the Ministry of SOEs as samples. The sample selection was done by purposive sampling technique so that the number of samples that could be used was 32 companies multiplied by three periods, namely 96 observations. Hypothesis testing in this study uses Simple Linear Regression Analysis with STATA program and a significance level of 5% (0.05). The results of the test are (1) there is no significant effect of CSR on Corporate Performance, (2) GCG cannot strengthen the influence of CSR on Corporate Performance.

Keywords: CSR, GCG, and Corporate Performance.

**Peran Penerapan *Good Corporate Governance* (GCG) Dalam Memoderasi
Pengaruh *Corporate Social Responsibility* (CSR) Terhadap**

Corporate Performance

Oleh Dinaraty Alya Putri

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui peran *Good Corporate Governance* (GCG) dalam memoderasi pengaruh *Corporate Social Responsibility* (CSR) terhadap *Corporate Performance*. Penelitian ini menggunakan BUMN non-keuangan periode 2018-2020 yang terdapat di website resmi Kementerian BUMN sebagai sampel. Pemilihan sampel dilakukan dengan teknik *purposive sampling* sehingga jumlah sampel yang dapat digunakan adalah 32 perusahaan dikali tiga periode yaitu 96 observasi. Pengujian hipotesis dalam penelitian ini menggunakan Analisis Regresi Linear Sederhana dengan program STATA dan tingkat signifikansi 5% (0,05). Hasil dari pengujian diperoleh (1) tidak terdapat pengaruh signifikan CSR terhadap *Corporate Performance*, (2) GCG tidak dapat memperkuat pengaruh CSR terhadap *Corporate Performance*.

Kata kunci : CSR, GCG, dan *Corporate Performance*.