

**THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON
PROFITABILITY AND FIRM SPECIFIC VARIABLES OF COMPANIES IN
INDONESIA A CASE STUDY: REAL ESTATE INDUSTRY LISTED IN IDX
FROM 2009-2014**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains neither material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFITABILITY AND FIRM SPECIFIC VARIABLES OF COMPANIES IN INDONESIA A CASE STUDY: REAL ESTATE INDUSTRY LISTED IN IDX FROM 2009-2014

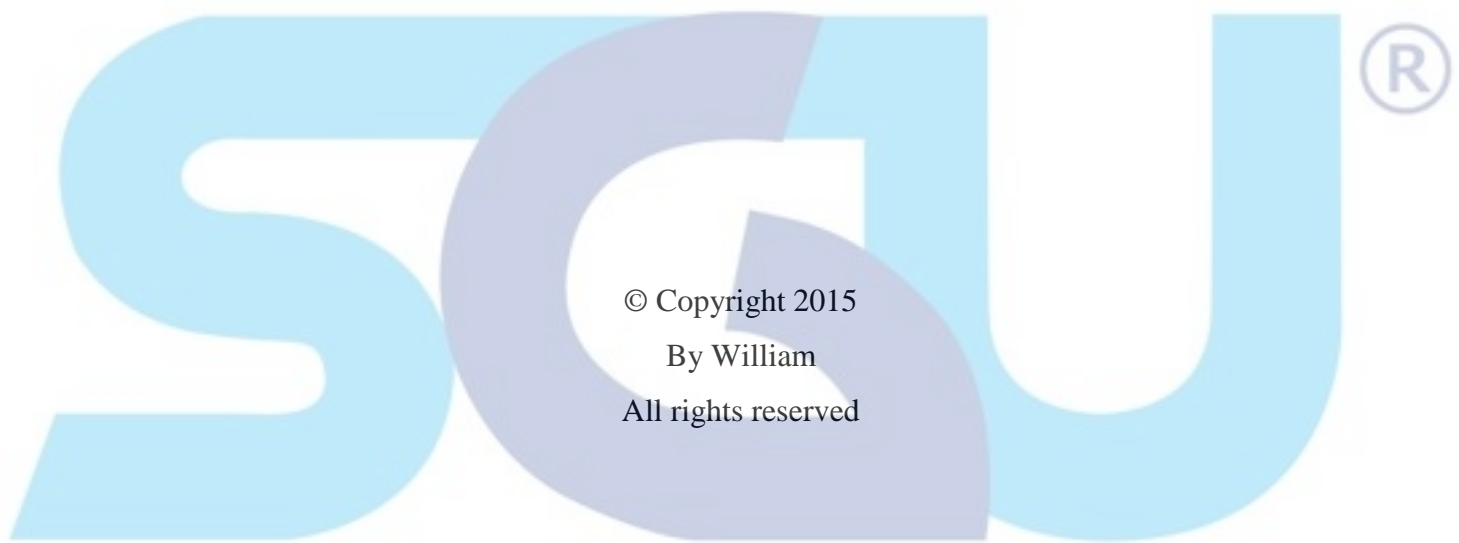
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The objective of this research is to analyze the impact of corporate social responsibility on profitability and firm specific variables by observing real estate industry in Indonesia. ROA, ROE, and NPM are used as the measurement to calculate profitability ratio. Firm value, firm size, leverage ratio and sales growth are used as a measurement to calculate firm specific variables.

Sample of this research are annual report from real estate companies that listed in Indonesia Stock Exchange (IDX) in 2009-2014. There are 30 real estate industry were able to fulfil the criteria used as sample. The research data is analyzed by using Eviews software.

The result of this research shows that profitability has significant impact to the corporate social responsibility. The all ratio of profitability have a positive impact by CSR. On the other hand, there are several ratios have positive impact regarding firm specific variables affected by CSR, such as sales growth, debt to equity ratio and firm size. Other ratios, such as firm value (Tobin's Q) are not affected.

Keywords: CSR, ROA, ROE, NPM, Firm Value, Tobin's Q, Debt to Equity, Firm Size, IDX, Eviews.



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DEDICATION

I dedicate this work for my beloved family, especially my parents for always support me and trust me during my college life. This work is also dedicated for people around me who support and give me strength for all the difficulties and problems I have faced. Last but not least, this represents other accomplishment that I have achieved to start a new life in the future.



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This final project will not be succeeded if there is no helps and supports from people around me. I would like to my gratefulness for:

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