

THE RELATIONSHIP OF CORPORATE REPUTATION TOWARDS CORPORATE
FINANCIAL PERFORMANCE MODERATED BY CORPORATE SOCIAL
PERFORMANCE: ANALYSIS OF PULP AND PAPER INDUSTRY LISTED IN
THE INDONESIAN STOCK EXCHANGE (IDX)

By

Novini Kumala
11303018



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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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 no 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.

Novini Kumala

Student

Date

Revision after the Thesis Defense on 28th July 2017

Approved by:

Margaretha Lingga, SE, MM

Thesis Advisor

Date

Dr. Nila K. Hidayat, SE, MM

Dean

Date

Novini Kumala

ABSTRACT

THE RELATIONSHIP OF CORPORATE REPUTATION TOWARDS CORPORATE FINANCIAL PERFORMANCE MODERATED BY SOCIAL PERFORMANCE: ANALYSIS OF PULP AND PAPER INDUSTRY LISTED IN THE INDONESIAN STOCK EXCHANGE (IDX)

By

Novini Kumala
Margaretha Lingga, SE, MM, Advisor

SWISS GERMAN UNIVERSITY

Reputation is a communication tool towards internal employees and external stakeholders by companies. Several studies shows corporate reputation has an effect towards corporate financial performance. However, corporate reputations are hard to quantify and cannot be gained in short period of time. It is gained from company history of activities that could reflect in good reputation or bad reputation over time. Customers' point of view regarding reputation could be viewed from their purchasing behavior that could also affect financial performance of company. Besides, reputation could also be the differentiator among competitors.

Annual report and audited financial report of publicly traded pulp & paper companies listed in Indonesian Stock Exchange with time period of 2011-2016 would be used to gathered data. Questionnaire would also be used to gather primary data and then all data would be processed through SPSS Statistics. This research found there is a significant relationship of corporate reputation towards corporate financial performance. Another findings, corporate social performance does not moderated the relationship of ROA, ROE and ROIC, but moderated the relationship of ROA and ROIC. Thus, it is concluded that reputation does have relation with corporate financial performance, but corporate social performance does not moderated the relationship of reputation and financial performance.

Keywords: Corporate reputation, Corporate Financial Performance, Corporate Social Performance, CSR, IDX, Pulp & paper companies



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DEDICATION

I dedicate this works for my family, lecturers, friends, future researchers, and my
country.



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