

**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY  
DISCLOSURE TOWARDS ROE AND ROA OF CONSUMER GOODS  
COMPANIES THAT ARE LISTED ON THE INDONESIA STOCK  
EXCHANGE FROM 2011 TO 2019**

**Thesis**

**To Fulfill the Requirement to Achieve Bachelor Degree**

**In International Business Management Program**

**Faculty of Business and Economics Universitas Atma Jaya**

**Yogyakarta**



**Complied by:**

**Stefany Rosa Melynda Utomo**

**Student Number: 17 12 23175**

**FACULTY OF BUSINESS AND ECONOMICS**

**UNIVERSITAS ATMA JAYA YOGYAKARTA**

**2021**

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**Reviewed and accepted by:**

**Supervisor,**



**Drs. Felix Wisnu I., MBA.**

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compiled and presented by:

Stefany Rosa Melyndia Utomo


Student Number: 17 12 23175


Has been defended and accepted in front of the examiner committee at August 2, 2021 and has been declared to fulfill as one of the requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program.

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Universitas Atma Jaya Yogyakarta

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**UNIVERSITAS ATMA JAYA YOGYAKARTA**  
Fakultas Bisnis dan Ekonomika

**Letter of Statement**

**No. 801/J/1**

Based on the Thesis Defense results that has been held on Monday, 2 August 2021 with the following examiners:

- |                                       |          |
|---------------------------------------|----------|
| 1. Prof. Dr. Sukmawati S, MM.         | Chairman |
| 2. A. Jatmiko Wibowo, SE., SIP., MSF. | Member   |
| 3. Drs. Felix Wisnu Isdaryadi, MBA.   | Member   |

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Student Number : 171223175  
Program : International Business Management

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Thesis Revision

The thesis revision has been reviewed and confirmed by all examiners.

This letter of statement is made for Yudisium/Graduation of Bachelor of Management in Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

Dean,



Drs. Budi Suprpto, MBA., Ph.D

## STATEMENT

I, the undersigned, hereby declare that thesis with the title:

**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY  
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is completely my own work. Statements, ideas, and quotations, either directly or indirectly, originating from the writings or ideas of others are stated in this thesis in the form of bibliography. If in the future it is proven that I do a plagiarism in a part or in the whole of this thesis, then, the degree and diploma that I have obtained will be declared to be canceled and I will return it to Universitas Atma Jaya Yogyakarta.

Yogyakarta, June 30, 2021

Stated by,



Stefany Rosa Melynda Utomo

## FOREWORD

Praise to the God Almighty for His glory and blessing so that the researcher could finish her study and thesis with the title “The Influence of Corporate Social Responsibility Disclosure Towards ROE and ROA of Consumer Goods Company That Is Listed in the Indonesia Stock Exchange from 2011 to 2019.” The thesis complied with the aim to complete one of the requirements to achieve bachelor degree in International Business Management Program, Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

In writing this thesis, the researcher has faced difficulties in which without the help of surrounding people, the researcher would not be able to finish this thesis. Therefore, the researcher would like to express gratitude to:

1. Jesus Christ, a father who has endless love to His children, who showered the researcher with blessing and strength in all season of life.
2. Mama and Papa, parents who always give a never ending support to the researcher since the first day of university until the end of the university life.
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Researcher realizes there are limitation and shortfall in this writing. The researcher is expecting feedbacks and critics from the reader to make this thesis better. The researcher hopes if the researcher could give any benefits for the reader.

Yogyakarta, June 30, 2021



Stefany Rosa Melynda

Utomo



**MOTTO AND DEDICATION**

*“Every good and perfect gift is from above” – James 1:17*

*“Find the extra in every ordinary”*



**This Thesis is Dedicated to:**

Lord Jesus

Beloved Parents

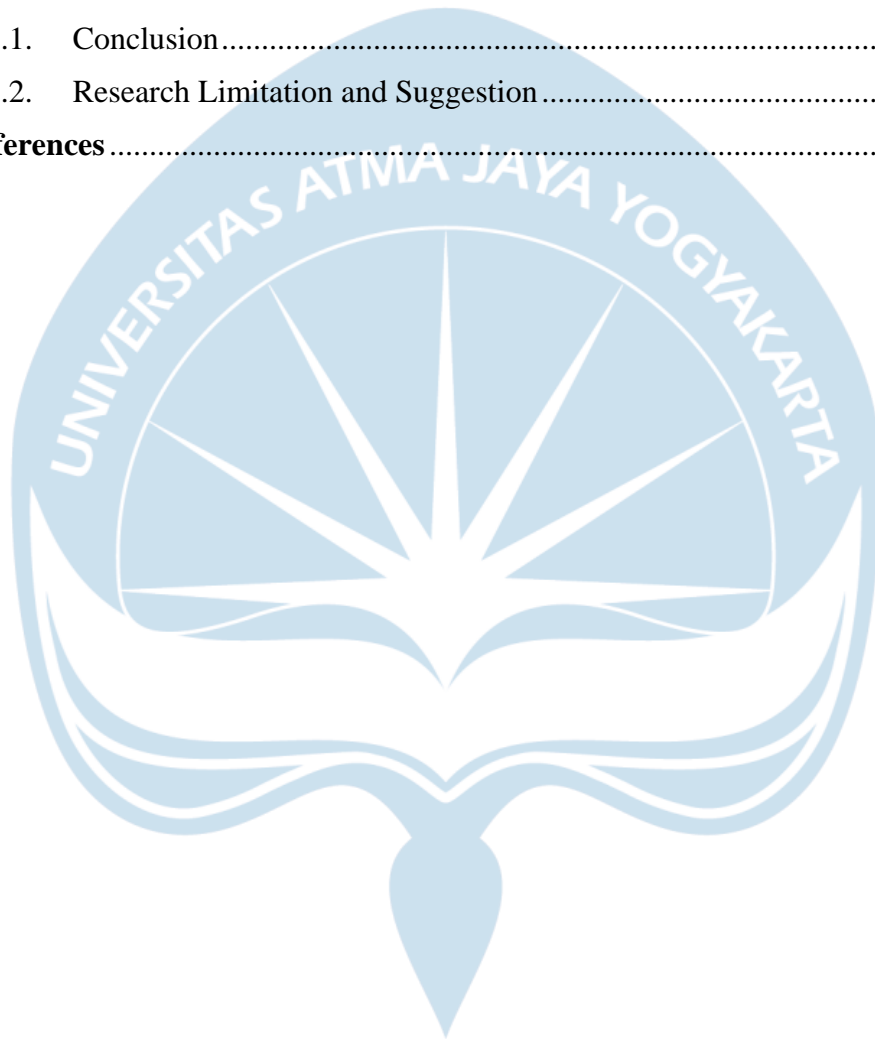
Dear Best Friend

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**Abstract**

This research aimed to gain empirical evidence of the influence of Corporate Social Responsibility disclosure towards ROE and ROA of consumer goods company that is listed on the Indonesia Stock Exchange from 2011 to 2019. CSR is an action taken by company that is focusing on the people, planet and profit or known as triple bottom line. Implementation of CSR can be realized by company by disclosing the CSR activities on the CSR report or on the annual report and the company can be measured through the profitability. This research is conducted to examine the influence of CSR disclosure towards Return on Equity (ROE) and Return on Asset (ROA). The sample used in this research is company in the consumer goods subsector during the period 2011 to 2019 that is taken by using purposive sampling method. Sample taken as many as 18 companies. This study used quantitative approach and using multiple regression analysis method. The result of this research indicate that CSR does not have any influence towards ROE and ROA.

**Key words:** corporate social responsibility, return on asset, return on equity, debt to equity ratio, company size