

ABSTRACT AND KEYWORDS

Corporate Social Responsibility (CSR) is becoming one of the timely topics that needs to be further discussed by the company as well as capturing the growing interest of academic researchers. By understanding how stakeholders perceive CSR is important, particularly for industries that lay high school demands on the sustainability of their product and services. The objective of this research is to analyse whether sociodemographic variables (such as ethics education, gender, spirituality, and work experience), influence the students' perceptions of the importance of CSR. Primary data collected via online and offline survey in Faculty of Economics and Business at Universitas Gadjah Mada. The results suggest that all sociodemographic variables presented have statistically significant influence students' perception of the importance of CSR. Moreover, students who have received ethics education, female students, and students who have work experience have a positive higher value of perception of the importance of CSR.

Keywords: Corporate Social Responsibility, Corporate Effectiveness, Business Ethics, Students' Perception, Socio-demographic.

INTISARI DAN KATA KUNCI

Corporate Social Responsibility (CSR) adalah salah satu topik yang perlu dibahas lebih lanjut oleh perusahaan serta untuk meningkatkan minat para peneliti akademik untuk meneliti topik yang semakin meningkat ini. Tujuan dari penelitian ini adalah untuk menganalisis apakah variabel sosiodemografi (seperti pendidikan etika, gender, spiritualitas, dan pengalaman kerja), mempengaruhi persepsi siswa tentang pentingnya CSR. Data primer dikumpulkan melalui survei online dan offline di Fakultas Ekonomi dan Bisnis di Universitas Gadjah Mada. Hasilnya menunjukkan bahwa semua variabel sosiodemografi yang disajikan secara statistik mempengaruhi persepsi siswa tentang pentingnya CSR. Selain itu, siswa yang telah menerima pendidikan etis, siswa perempuan, dan siswa yang memiliki pengalaman kerja memiliki persepsi positif yang lebih tinggi tentang pentingnya CSR.

Kata kunci : CSR, etika bisnis, efektivitas perusahaan, persepsi mahasiswa, demografi sosial.