

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh tanggung jawab sosial, perilaku manajemen laba dan etika bisnis terhadap reputasi manajer. Metode penelitian yang digunakan yaitu kuantitatif. Data penelitian merupakan data primer yang diperoleh melalui kuesioner. Sampel penelitian sebanyak 110 responden yang berasal dari mahasiswa pascasarjana dari jurusan MM dan MAKSI yang sedang atau yang pernah menempuh mata kuliah etika bisnis. Metode analisis data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa tanggung jawab sosial perusahaan, perilaku manajemen laba dan etika bisnis secara simultan berpengaruh terhadap reputasi manajer. Hasil lain menunjukkan bahwa tanggung jawab sosial perusahaan berpengaruh terhadap reputasi manajer, perilaku manajemen laba tidak berpengaruh terhadap reputasi manajer, dan etika bisnis berpengaruh terhadap reputasi manajer.

**Kata kunci: tanggung jawab sosial perusahaan, perilaku manajemen laba, etika bisnis, reputasi manajer.**

### ***ABSTRACT***

*This study aims to examine the effect of social responsibility, earnings management behavior and business ethics on the reputation of managers. The research method used is quantitative. Research data is primary data obtained through questionnaires. The research sample consisted of 110 respondents who came from postgraduate students from the MM and MAKSI majors who were currently or who had taken business ethics courses. The data analysis method used is multiple linear regression analysis. The results showed that corporate social responsibility, earnings management behavior and business ethics simultaneously affect the reputation of managers. Other results show that corporate social responsibility has an effect on the manager's reputation, earnings management behavior has no effect on the manager's reputation and business ethics has an effect on the manager's reputation.*

***Keywords: corporate social responsibility, earnings management behavior, business ethics, manager's reputation.***