

ABSTRACT

The implementation of CSR started to get attention from many people, either it is from company, society or government. CSR refers to company obligation to behave in ethical ways and gives positive contribution for the worker, environment and also for wide society. This research discuss about the relationships between CSR (Corporate Social Responsibility) toward financial performance and investor perception. Based on the previous research there were positive and significant relations between CSR with company financial performance, and also CSR with investor perception. This research was conducted to find again the relation between CSR with financial performance and investor perception using company data which taken from PROPER rank company lists which is listed in Indonesia Stock Exchange.

Through t statistic test, this research generated some result. CSR has positive and significant relation with financial performance, which measured by using ROI, ROE and NPM ratio. CSR also got positive and significant result toward investor perception, which measured by PBV and PER ratio. From the result of the research, the company should be realize that by running CSR program with good and continuity will become a long term investment for the company.

Keywords: Corporate Social Responsibility, financial performance, investor perception, ROI, ROE, NPM, PBV and PER.