

ABSTRACT

For most companies, Corporate Social Responsibility (CSR) is regarded as parasite that can burden the cost of "capital maintenance". But, from time to time there was an increasing number of companies that make sustainability report. Not only the number of report increased, but also the quality of the report made also increased. The increase showed that companies are increasingly aware of the importance of CSR. Based on this background, this research is conducted with the aim to find out how much the influence of Corporate Social Disclosure Index (CSDI) on financial performance in consumer goods industry companies listed in Indonesia Stock Exchange during 2007-2013.

Triple Bottom Line theory is used as a theory that links CSR to the company's financial performance. This research uses a quantitative research method. The independent variable in this research is Corporate Social Disclosure Index (CSDI) and the dependent variable is financial performance which are represented by the Return on Assets (ROA) and Return on Equity (ROE).

Population of this research are all consumer goods industry companies ever listed on the Stock Exchange in 2007-2013. Sample selection was done by purposive sampling technique so that was obtained four consumer goods industry companies which used as sample in this research. The analysis was done by using panel data regression and the data processing is accomplished by using the eViews 8 with fixed effect method.

The result showed that CSDI had positive effect but not significant on ROA which the coefficient of CSDI is 0,527147 and p-value is 0,2992. Besides that, CSDI also had positive effect but not significant on ROE which the coefficient of CSDI is 1,014336 and p-value of 0,7102.

Key words : CSDI, Financial Performance ROA, ROE, Panel Data