

ABSTRACT

Reputation becomes one of the important capital for the promotion of a business because a good reputation is not only an effective advertising propaganda but also public and consumer confidence to the business undertaken. Continuous business continuity is strongly supported by good corporate and product reputation. The concept of sustainability is done by maintaining the environment so that these needs can be met not only in the present, but also in the future. Sustainability itself is carried out covering many factors including social, economic and environmental.

This study aims to obtain empirical evidence on the influence of sustainability reports with economic, environmental and social indicators of corporate reputation. The object of research used is on companies listed in Indonesia Stock Exchange and consistently publish sustainability report Year 2014-2015.

Methods of data gathering are done by documentation of data sourced from sustainability reports published through each company website and data on Indonesia Stock Exchange. Based on the sample collection using purposive sampling technique, the number of samples from this research are 80 companies listed in Indonesia Stock Exchange and consistently publishes sustainability report from 2014-2015.

Based on the results of testing using Eviews 9.0 software, simultaneously independent variables consisting of sustainability report of economic indicators, environmental sustainability report and sustainability report of social indicators have no effect on company reputation. While the test partially, shows the result that the sustainability report of economic indicators and environmental sustainability reports have no significant effect on the positive direction. While the variable of sustainability report of social indicator) have a significant influence with negative direction toward disclosure of company reputation.

Based on the results of the research, it is expected that the company is more concerned with its responsibility towards social and environment, not only the economy on a regular basis and sustainable. The company is expected to continue to update the sustainability report so that the stakeholders get enough information.

Keywords: *Sustainability Report; Economic Indicators; Environmental Indicators; Social Indicators; Company Reputation; Stock Price*