

ABSTRACT

Corporate reputation is one of the important elements in the business world. The company's reputation is a stakeholder's view of the consistency of the company's behavior, how the company runs and is run. Maintaining the company's reputation is an important thing to do for the continuity of a business.

The aim of this research is to determine the influence of the quality of corporate social responsibility disclosure, company size, and financial performance simultaneously on the company's reputation in Indonesian public companies that are included in the 2019-2021 corporate image awards. This research also aims to determine the influence of the quality of corporate social responsibility disclosure, company size, and financial performance partially on company reputation in Indonesian public companies that are included in the 2019-2021 corporate image awards.

The method used in this research is quantitative method. The sample selection technique used purposive sampling. Based on the sample selection criteria, 36 samples were obtained with 108 observation data from the 3-year research period. However, there are 9 outlier data excluded so that the analysis method in this study uses descriptive statistical analysis and panel data regression using the Eviews 12 application.

The results of this study indicate that the variable quality of corporate social responsibility disclosures, company size, and financial performance simultaneously affect corporate reputation. Partially, the variable quality of corporate social responsibility disclosure has a positive effect on corporate reputation, while company size and financial performance have no effect on corporate reputation.

Based on the results of this study, it is recommended that future research consider other proxies to measure company size and company performance. For companies, this research can be used as a reference in choosing alternative decisions related to corporate reputation so that the quality of CSR disclosure can be used to build corporate reputation. For investors, it is expected that in making investment decisions, they can first consider the quality of CSR disclosures that can reflect the sustainability of the company's business.

Keywords: *corporate reputation, CSR disclosure quality, company size, financial performance*