

**ANALISIS PERBANDINGAN DALAM PENERAPAN GOOD CORPORATE
GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY,
SUSTAINABILITY RETURN ON ASSET (ROA) DI PERUSAHAAN BANK
PERKREDITAN RAKYAT (BPR) ANTARA BEKASI DAN BOGOR TAHUN
2014**

**RYAN PRASETYA
10090311051**

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana *perbedaan Good Corporate Governance (GCG), Corporate Social Responsibility (CSR), Sustainability* dan Kinerja Keuangan Rasio Profitabilitas Menggunakan Metode *Return On Asset (ROA)*.

Penelitian ini mengambil sample pada perusahaan Bank Perkreditan Rakyat sebanyak 34 perusahaan. Teknik pengumpulan data dilakukan secara kualitatif dan kuantitatif dengan metode analisis statistik yang digunakan dengan menggunakan uji beda rata-rata yaitu uji beda *independent sample T-test*.

Hasil dari penelitian ini menunjukkan bahwa *Good Corporate Governance (GCG), Corporate Social Responsibility (CSR), dan Sustainability* terdapat perbedaan secara signifikan yang berada di wilayah Bekasi dan Bogor. Namun variabel Kinerja Keuangan (ROA) tidak terdapat perbedaan yang signifikan di Wilayah Bekasi dan Bogor. Hal ini ditunjukkan dengan hasil analisis dan Uji T menggunakan *bedaindependent sample T-test*.

Kata kunci : *Good Corporate Governance (GCG), Corporate Social Responsibility (CSR), Sustainability, Return On Asset(ROA)*

**ANALISIS PERBANDINGAN DALAM PENERAPAN GOOD CORPORATE
GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY,
SUSTAINABILITY RETURN ON ASSET (ROA DI PERUSAHAAN BANK
PERKREDITAN RAKYAT (BPR) ANTARA BEKASI DAN BOGOR TAHUN
2014**

**RYAN PRASETYA
10090311051**

ABSTRACT

This study aims to determine how the differences of Good Corporate Governance (GCG), Corporate Social Responsibility (CSR), Sustainability and Financial Performance Using Method Profitability Ratios Return on Assets (ROA).

This study took a sample of the companies BPR as many as 34 companies. Data was collected qualitatively and quantitatively by statistical analysis methods used by using different test average is different test independent sample t-test.

The results of this study indicate that the Good Corporate Governance (GCG), Corporate Social Responsibility (CSR) and sustainability are significant differences in the area of Bekasi and Bogor. However variables Financial Performance (ROA) there is no significant difference in the area of Bekasi and Bogor. This is evidenced by the results of the analysis and T-test using different independent sample t-test.

Keywords: Good Corporate Governance (GCG), Corporate Social Responsibility (CSR), Sustainability, Return on Assets (ROA).