PENGARUH *CORPORATE SOCIAL RESPONSIBILITY, ENVIRONMENT* DAN *SUSTAINABILITY* TERHADAP *RETURN ON ASSETS* (STUDI KASUS PADA BANK PERKREDITAN RAKYAT Di DAERAH KABUPATEN BANDUNG, PROVINSI JAWA BARAT TAHUN 2013)

INTISARI

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Penelitian ini bertujuan untuk mengetahui Pengaruh *Corporate Social Responsibility, Environment* Dan *Sustainability* Terhadap *Return On Assets* (Studi Kasus Pada Bank Perkreditan Rakyat Di Daerah Kabupaten Bandung, Provinsi Jawa Barat Tahun 2013)

Metode penelitian yang digunakan adalah metode *explanatory survey*. Teknik penarikan sampel dengan cara sampling jenuh atau sensus dengan jumlah 21 perusahaan BPR untuk mengetahui tanggapan BPR terkait masing-masing variabel. Lalu dilakukan analisis terhadap data-data yang diperoleh berupa analisis kuantitatif meliputi uji validitas dan reliabilitas, uji asumsi klasik, uji hipotesis lewat uji F dan uji t serta uji analisis koefisien determinasi (R2). Teknik analisis data yang digunakan adalah analisis regresi linear berganda yang berfungsi untuk membuktikan hipotesis penelitian. Data-data yang telah memenuhi uji validitas, uji reliabilitas, dan uji asumsi klasik diolah sehingga menghasilkan persamaan regresi sebagai berikut :

Y = -0,0055 + 0,001CSR + 0.000ENV + 0,000Sus

Berdasarkan analisis tersebut secara parsial dan simultan variabel *Corporate Social Responsibility, Environment* Dan *Sustainability tidak berpengaruh* terhadap *Return On Assets*. Angka Adjusted R square sebesar 0,022 (2,2%) dapat diartikan bahwa variable *Corporate Social Responsibility, Environment* dan *Sustainability* pada BPR hanya mampu memberikan kontribusi terhadap *Return On Assets* sebesar 2,2%.

Kata Kunci : *Corporate Social Responsibility, Environment, Sustainability, Return On assets*

The Influence Corporate Social Responsibility, Environment And Sustainability to Return On Assets (Case Studies In Rural Bank In the Bandung Regency, West Java Province in 2013)

Abstract

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This research aims to find out The influence Corporate Social Responsibility, Environment And Sustainability to Return On Assets (case studies In Rural Bank In the Bandung Regency, West Java Province in 2013.

Research method used is explanatory survey methods. Technical withdrawal samples with the sampling saturated or census with the number of 21 companies rural banks to know the response BPR related to each variables. And to his data data which is quantitative analysis, a test the validity and reliability, trial assumption classic, hypothesis test through trial F and t test and trial analysis of the determination coefficient (R2). Analysis techniques that the used data multiple regression analysis is linear dual function of which is to prove the hypothesis research. Data that has fulfilled the validity test, test reliability, and trial assumption classic processed to produce regression equation as follows:

$$Y = -0{,}0055 + 0{,}001CSR + 0.000ENV + 0{,}000Sus$$

Based on the analysis of the partially and variable simultaneous Corporate Social Responsibility, Environment And social did not have any influence on return On Assets. It said The rate of 0.022 R square (2.2 percent) can be interpreted that variable Corporate Social Responsibility, Environment and Sustainability in rural banks only able to contribute to return On Assets of 2.2 percent.

Keywords : Corporate Social Responsibility, Environment, Sustainability, Return On assets