

PENGARUH CORPORATE SOCIAL RESPONSIBILITY, GOOD CORPORATE GOVERNANCE DAN KEPEMILIKAN BANK TERHADAP RETURN ON ASSET DAN NON PERFORMING LOAN

(Studi Kasus Perusahaan Perbankan yang Terdaftar di Bursa Efek Indonesia Periode Tahun 2011-2013)

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *corporate social responsibility*, *good corporate governance*, dan kepemilikan bank terhadap *return on asset* dan *non performing loan* pada perusahaan perbankan yang terdaftar di Bursa Efek Indonesia pada periode tahun 2011-2013.

Metode penelitian yang digunakan adalah metode studi kasus. Teknik pengambilan data *purposive judgment sampling* menghasilkan sampel sebanyak 51 data dari 17 perusahaan yang terdaftar di BEI. Metode analisis statistik yang digunakan dengan analisis deskriptif dan analisis linier berganda untuk menguji hipotesis.

Hasil pengujian menunjukkan bahwa tema lingkungan dan energi, tema ketenagakerjaan, tema produk dan konsumen, tema kemasyarakatan dan umum, dewan komisaris independen, dewan komisaris, dewan direksi, dan *concentrated ownership* secara simultan berpengaruh terhadap ROA sebesar 41,6% dan NPL sebesar 21,7%. Secara parsial hanya dewan direksi dan *concentrated ownership* yang berpengaruh terhadap ROA. Sedangkan, secara parsial semua variabel tidak memiliki pengaruh terhadap NPL.

Kata Kunci: CSR, GCG, Kepemilikan Bank, ROA, NPL

**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, GOOD
CORPORATE GOVERNANCE AND BANK OWNERSHIP TO RETURN ON
ASSET AND NON PERFORMING LOAN**

**(Case study in Banking Industries are Listed in Indonesian Stock Exchange
Period 2011-2013)**

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ABSTRACT

This study aims to determine the effect of corporate social responsibility, good corporate governance, and bank ownership against return on asset and non performing loan in Indonesia Stock Exchange periode 2011-2013.

The method used is the case study method. Purposive judgement sampling techniques of data collection result in a sampel of 51 data from 17 companies included in the Indonesia Stock Exchange. Statistical analysis method used by descriptive analysis and multiple linier regression to test the hypothesis.

The result showed that environment and energy themes, employment themes, product and consumer themes, social and general themes, board of independen commissioners, board of commissioners, board of director, and concentrated ownership simultaneously effect the ROA of 41,6% and NPL of 21,7%. Partially, only board of director and concentrated ownership influence the ROA. While, in partially all of variabels doesn't influence the NPL.

Keywords: CSR, GCG, bank ownership, ROA, NPL