

## **ABSTRACT**

*The increasing number of insurance companies are popping the increasingly competitive business and social gaps. The insurance company should be able to build a good image and also increase their income. One of the ways to improve the image of the company is implement activities of social responsibility.*

*This study conducted to determine the effect of social responsibility to ROA and ROE. Samples taken are insurance companies listed on the Stock Exchange year 2010- 2014 which has published financial report and activities of social responsibility consistently.*

*This study uses the classical assumption test, t test, and test the coefficient of determination. From the results of these studies showed no effect of CSR on ROA and ROE.*

*Keywords: Corporate Social Responsibility (CSR), Return on Asset (ROA), Return on Equity (ROE)*

