

ABSTRACT

Corporate Social Responsibility (CSR) is one of the activities carried out by companies in the form of channeling funds which are social responsibility activities to improve the welfare of the company and the community. Sustainability is the principle of CSR activities that still takes into account the sustainable development of the company from its activities. With the existence of CSR activities, the company can be considered good by stakeholders because it has been responsible for the company's commitment to its business activities. The expenses from company activities can affect the company's financial performance. Knowing financial performance by using profitability calculations can be a benchmark to measure how much the company's ability to earn profits and the influence of the activities carried out.

The purpose of this study is to study the effect of corporate social responsibility with the proxy CSR funds on the financial performance of the BJB Bank in the 2015-2019 period by measuring ROA (Return on Asset), ROE (Return on Equity), and EPS (Earning per Share).

This research uses quantitative methods with the type of causality research. The sampling technique used is non probability sampling with purposive sampling method. Hypothesis testing in this study is using the T Test.

The results showed that Corporate Social Responsibility (CSR) with proxies for CSR funds had no effect on financial performance through ROA, ROE, and EPS BJB Bank in the 2015-2019.

Corporate social responsibility may not affect the company's financial performance because there are other aspects that can affect the company's financial performance. For this reason, companies still need to be more effective and efficient in distributing CSR funds and balance them with other company activities. Investors need to pay attention to other aspects that may affect the company's financial performance for decision making.

Keywords: Corporate Social Responsibility, Financial Performance, Return on Assets, Return on Equity, Earnings per Share