

## **ABSTRACT**

The purpose of this study was to analyze the effect of Corporate Social Responsibility on Return On Assets, Return On Equity, and Earning Per Share. Corporate Social Responsibility is an investment for companies for the company's growth and sustainability. CSR activities can increase the company's reputation and public trust in using the company's products so that Return On Assets, Return On Equity, and Earning Per Share will increase. This type of research is qualitative research. The sample of this research is the consumer goods industry sector companies listed on the IDX for the period 2015 - 2019 which were taken by purposive sampling method. The results of this study indicate that CSR has a positive effect on ROA, ROE, and EPS. This shows that CSR activities carried out by companies can improve the company's financial performance, especially ROA, ROE, and EPS

**Keywords:** Corporate Social Responsibility, Return On Assets, Return On Equity, Earning Per Share

## **ABSTRAK**

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Corporate Social Responsibility* terhadap *Return On Assets*, *Return On Equity*, dan *Earning Per Share*. *Corporate Social Responsibility* merupakan investasi bagi perusahaan demi pertumbuhan dan keberlanjutan perusahaan. Aktivitas CSR dapat meningkatkan reputasi perusahaan dan kepercayaan masyarakat untuk menggunakan produk perusahaan sehingga *Return On Assets*, *Return On Equity*, dan *Earning Per Share* akan mengalami peningkatan. Jenis penelitian yang digunakan adalah penelitian kualitatif. Sampel penelitian ini adalah perusahaan sektor industri barang konsumsi yang terdaftar di BEI periode 2015 – 2019 yang diambil dengan metode purposive sampling. Hasil penelitian ini menunjukkan bahwa CSR berpengaruh positif terhadap ROA, ROE, dan EPS. Hal ini menunjukkan bahwa aktivitas CSR yang dilakukan perusahaan dapat meningkatkan kinerja keuangan perusahaan tersebut khususnya ROA, ROE, dan EPS

Kata kunci: *Corporate Social Responsibility*, *Return On Assets*, *Return On Equity*, *Earning Per Share*