

## The Effect of Corporate Social Responsibility (CSR) on Financial Performance in NonFinancial Companies Listed on the IDX

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### Abstract

*This study aims to determine the effect of Corporate Social Responsibility (CSR) on financial performance in non-financial companies listed on the Indonesia Stock Exchange (IDX) for the 2019-2023 period. This study uses an associative quantitative approach with secondary data. Data collection techniques are done through documentation and literature study. The results showed that CSR has no significant effect on Return on Assets (ROA) and Return on Equity (ROE), which indicates that the implementation of CSR programs has not had a direct impact on the efficient use of assets or return on equity. However, CSR has a positive and significant effect on Net Profit Margin (NPM), which indicates that the implementation of CSR is able to increase the company's net profit proportionally to its sales. This finding indicates that CSR has more impact on a company's profitability than efficiency or return on equity.*

**Keywords:** Corporate Social Responsibility, Return on Assets, Return on Equity, Net Profit Margin.

## INTRODUCTION

In recent years, Corporate Social Responsibility (CSR) has become one of the most talked about topics. Based on research by Moslemamy and Etab (2020), more and more companies, both at the global level and in Indonesia, state that they have carried out their social responsibility. Awareness of the importance of implementing CSR is now part of a global trend, along with increasing attention to the interests of stakeholders. In the midst of the rapid development of information technology and the opening of markets, companies are required to take CSR seriously and communicate it openly.

In Indonesia, the implementation of CSR has been legitimized through a number of regulations, such as Undang-Undang No. 40 Tahun 2007 tentang Perseroan Terbatas, which requires certain companies to carry out social and environmental responsibilities. Many domestic companies have begun reporting their CSR activities through sustainability reports as a form of transparency and accountability to the public. However, amidst the proliferation of published CSR reports, there are still fundamental questions regarding how much influence CSR has on the fundamental aspects of the company, especially in the context of financial performance. This shows the importance of research that examines the effectiveness of CSR implementation from the perspective of corporate performance.

Through research conducted by Sati (2024), financial performance is an important indicator in assessing the extent to which a company is able to achieve its economic goals. Ratios such as Return on Assets (ROA), Return on Equity (ROE), and Net Profit Margin (NPM) are frequently used to assess efficiency and profitability. In this context, CSR is considered to contribute to increasing firm value because social engagement is believed to strengthen relationships with consumers, increase loyalty, and expand access to resources and markets.

This study examines the development of Corporate Social Responsibility (CSR) practices and financial performance fluctuations in several non-financial companies listed on the Indonesia Stock Exchange (IDX) during the period 2019 to 2023. There is an interesting dynamic between increased CSR disclosure and changes in financial ratios that reflect the efficiency and profitability of the company. For example, in PT Adhi Karya (Persero) Tbk (ADHI), CSR disclosure shows an increasing trend every year. However, this has not been followed by a significant increase in financial performance, as the company's ROA and ROE ratios have remained at low levels for the past five years. Other companies such as PT AKR Corporindo Tbk (AKRA) show a different trend. During the same period, AKRA experienced an increase in both its CSR disclosure and financial performance. This increase reflects better efficiency in asset utilization and high return on equity, which indirectly indicates that CSR activities can contribute positively to the company's financial performance. PT Sumber Alfaria Trijaya Tbk (AMRT) also shows a relatively consistent pattern. Despite the increase in CSR from year to year, ROA and ROE ratios tend to rise slowly but steadily. Net Profit Margin (NPM) also increased in 2023, signaling an improvement in the company's net profitability.

This phenomenon shows that although CSR disclosure has become part of the trend and company compliance with regulations, its impact on financial performance is not fully optimized. Overall company performance is still affected by various managerial and structural aspects.

Empirical evidence regarding the relationship between CSR and financial performance still shows mixed results. Some studies show a positive effect of CSR on financial performance (Desdi & Liana, 2022; Raif & Rigel, 2022; Rahmelia & Windhy, 2019; Galih & Winarsih, 2020; Nur et al., 2021; Siti & Syamsul, 2023), while other studies do not find a significant relationship (Kiki et al., 2024; Siti & Titik, 2022). The difference in research results shows that the relationship between CSR and financial performance is still contextual and cannot be concluded in general.

Based on this phenomenon, this research is directed to answer the question: Does Corporate Social Responsibility (CSR) positively affect the financial performance of nonfinancial companies listed on the Indonesia Stock Exchange (IDX)? Financial performance in this study is measured through ROA, ROE, and NPM ratios, while CSR disclosure is measured using the Corporate Social Responsibility Index (CSRI) based on Global Reporting Initiative (GRI) Standards indicators. The author chose non-financial companies as the object of the study because non-financial companies cover various sectors such as the manufacturing industry, retail, energy, consumer, and others, which are more focused on the production of goods and services. In this context, Corporate Social Responsibility (CSR) tends to have a more direct and visible impact on financial performance, as these companies often interact more intensely with communities, the environment, and other stakeholders. Also, they have greater exposure to social and environmental responsibility. This is because these industries often operate in a context that is more bound by environmental regulations, community needs, and the company's reputation in the public eye.

## RESEARCH METHODS

### Type of Research

This research uses an associative approach. According to Yusuf (2023), associative research is used to explain the relationship or impact between two or more variables, which ultimately helps in formulating theories.

### Population and Sample

The population in this study were non-financial companies listed on the Indonesia Stock Exchange from 2019 to 2023, totaling 798 companies. The sample withdrawal in this study used purposive sampling technique. According to Erlina (2023), purposive sampling is a way of determining the sample with certain objectives desired by the author. The selected sample is adjusted to the characteristics of certain criteria in accordance with the research objectives. The criteria for companies sampled in this study are as follows: 1) Non-financial companies listed on the IDX consistently report financial statements during the study year. 2) Non-financial companies listed on the IDX in the research year that publish and disclose sustainability reports or sustainability reports during the research year. 3) Non-financial companies listed on the IDX that use the GRI Standards guidelines in their sustainability reports. 4) Non-financial companies listed on the IDX that present financial reports in rupiah currency during the study year. After carrying out the sampling technique with these criteria, a sample of 41 companies was obtained.

### Data Collection Technique

The data source used in this study is secondary data. Sugiyono (2019) suggests that secondary data is data obtained from documents or publications that are already available in finished form, such as financial reports, articles, and company archives. Data collection can be obtained from annual financial reports (annual reports) which can be accessed from the Indonesia Stock Exchange website, namely [www.idx.co.id](http://www.idx.co.id) and sustainability reports of nonfinancial companies that have been published on the company's official website.

### Variables and Operational Definition

#### Independent Variables

Sugiyono (2019), independent variables are factors that have a direct influence on changes that occur in the dependent variable. In other words, the existence or shift in the independent variable can cause the appearance or change in value in the dependent variable. In this study, Corporate Social Responsibility (CSR) is the independent variable.

#### Corporate Social Responsibility (CSR)

Based on Endiana (2019), Corporate Social Responsibility (CSR) refers to a voluntary approach taken by companies in paying attention to the social and environmental impacts of their business activities. CSR reflects the company's commitment to establishing harmonious relationships with stakeholders, beyond formal legal obligations. CSR Formula:

$$CSRI_j = \frac{\sum x_{ij}}{N_{ij}}$$

Description:

CSRI j : *Corporate Social Responsibility Index* of the company

$\sum X_{ij}$  : Total CSR disclosure by the company

$N_{ij}$  : Total items that must be disclosed by the company (83 items)

#### Dependent Variable

According to Sugiyono (2019), the dependent variable is a variable whose value is influenced by the existence or change of the independent variable. In other words, this variable appears as a result or consequence of the independent variable which is the determining factor. In this study, Return on Assets (ROA), Return on Equity (ROE), and Net Profit Margin (NPM) are the dependent variables.

**Return on Asset (ROA)**

Based on Nasution (2024), Return on Assets (ROA) is an efficiency indicator that illustrates the extent to which the company is able to utilize all of its resources, including assets financed by debt, to generate net income. ROA formula:

$$ROA = \frac{Net\ Profit}{Total\ Assets}$$

**Return on Equity (ROE)**

Based on Sari (2024), Return on Equity (ROE) is a measure used to assess the extent to which the company is able to provide returns on the capital that has been invested by shareholders. ROE formula:

$$ROE = \frac{Net\ Profit}{Total\ Equity}$$

**Net Profit Margin (NPM)**

Based on Nasution (2024), Net Profit Margin (NPM) measures the effectiveness of management in managing the company to generate net profit from sales. NPM formula:

$$NPM = \frac{Net\ Profit}{Sales}$$

**Data Analysis Technique**

After all the data has been collected, the author analyzes it with the help of statistical software SPSS Statistics 31. This tool was chosen because it is able to process complex data with an approach that is suitable for the research model used.

**Descriptive Statistics**

Referring to Priyatno (2019), descriptive statistics are methods related to collecting and presenting data so that it provides useful information. The descriptive statistical test will discuss the maximum, minimum, average value and standard deviation of the company's financial data processing.

**Classical Assumption Test**

The classic assumption test is carried out to state normality, heteroscedasticity, and autocorrelation.

**Normality Test**

Priyatno (2019) states that the normality test is carried out to see the normality of the data used, if the data is normally distributed or not. The method used to measure data normality is the histogram graph and p-p plot. The criteria for testing the histogram graph are as follows: 1) If normally distributed, the histogram will be bell-shaped, symmetrical, with a peak in the middle and both sides (right and left) are almost identical. 2) If the distribution is not normal, then the histogram shape tends to tilt to the right (positive skew) or to the left (negative skew), or the distribution is bimodal (has two peaks). Meanwhile, testing with a p-p plot is as follows: 1) If normally distributed, then the points on the plot will adjoin the diagonal line (reference line). 2) If not normally distributed, then the data points are scattered far from the diagonal line (reference line).

**Heteroscedasticity Test**

According to Priyatno (2019), the heteroscedasticity test is a condition where there is an inequality of variance from the residuals for all observations in the regression model. A good regression model is that there is no heteroscedasticity problem. The method used is Glejser. There are no symptoms of heteroscedasticity, if the significant value  $> 0.05$ . Homoscedasticity symptoms occur, if the significance value  $< 0.05$ .

**Autocorrelation Test**

According to Priyatno (2019), the autocorrelation test is used to determine whether or not there is a deviation from the classic assumption of autocorrelation, namely the correlation that occurs between residuals on one observation and other observations in the regression model. The prerequisite that must be met is the absence of autocorrelation in the regression model. The test method often used is the Durbin-Watson test (DW test). There is positive autocorrelation, if the DW value is below -2. There is no autocorrelation, if the DW value lies between -2 and 2. There is negative autocorrelation, if the DW value is above 2.

**Simple Linear Regression**

The analysis used in this study is simple linear regression analysis. According to Sugiyono (2019), simple linear regression analysis is a model for analyzing the effect of one independent variable on one dependent variable. The simple linear regression equation model is as follows:

$$Y1 = \alpha + \beta X + e1$$

$$Y2 = \alpha + \beta X + e2$$

$$Y3 = \alpha + \beta X + e3$$

Description:

$Y1 =$  Return on Assets (ROA)

$Y2 =$  Return on Equity (ROE)

$Y3 =$  Net Profit Margin (NPM)

$\alpha =$  Constant Value

$\beta =$  Independent Coefficient

$X =$  Corporate Social Responsibility

$e =$  Disturbance Error (confounding / residual factors)

**Hypothesis Testing****T Test (Partial)**

According to Priyatno (2019), hypothesis testing is carried out to test the partially significant effect of the independent variable on the dependent variable. If the significant value of the t test  $> 0.05$  then the independent variable does not have a significant effect individually on the dependent variable. If the significant value of the t test

**Test Coefficient of Determination ( $R^2$ )**

a) Priyatno (2019) argues that the Coefficient of Determination ( $R^2$ ) test is to measure the extent to which the model can explain variations in the dependent variable. The  $R^2$  value is in the range between zero and one. The lower the  $R^2$  value, the more limited the ability of the independent variables to explain the dependent variable. Conversely, an  $R^2$  value close to one indicates that the independent variables are almost completely able to provide the information needed to predict the dependent variable

## RESULTS AND DISCUSSION

### Descriptive Statistics

The following table presents descriptive statistics of each variable used in this study, namely Corporate Social Responsibility (CSR), Return on Assets (ROA), Return on Equity (ROE), and Net Profit Margin (NPM).

**Table 1 Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CSR_X	205	.0000	1.0000	.420153	.2250586
ROA_Y1	205	-.9489	1.0000	.061524	.1462174
ROE_Y2	205	-4.1125	1.4509	.101748	.3909024
NPM_Y3	205	-2.1525	1.3056	.053630	.2563596
Valid N (listwise)	205				

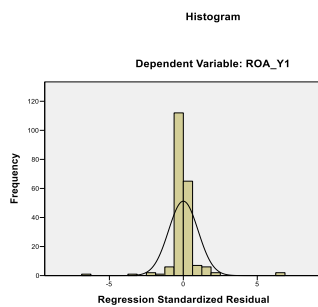
*Source: Data processed by the author using SPSS 31, 2025*

Based on Table 1, it can be concluded that the amount of data (N) in this study is 205. The Corporate Social Responsibility (CSR) variable has a minimum value of 0.0000 and a maximum value of 1.0000, with an average value of 0.4202 and a standard deviation of 0.2251. The Return on Asset (ROA) variable has a minimum value of -0.9489 and a maximum value of 1.0000, with an average value of 0.0615 and a standard deviation of 0.1462. The Return on Equity (ROE) variable has a minimum value of -4.1125 and a maximum value of 1.4509, with an average value of 0.1017 and a standard deviation of 0.3909. The Net Profit Margin (NPM) variable has a minimum value of -2.1525 and a maximum value of 1.3056, with an average value of 0.0536 and a standard deviation of 0.2564.

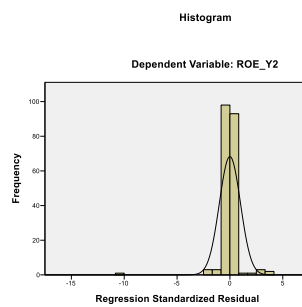
### Classical Assumption Test

#### Normality Test

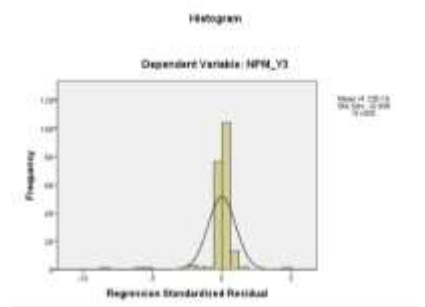
**Figure 1  
ROA Histogram Graph**



**Figure 2  
ROE Histogram Graph**

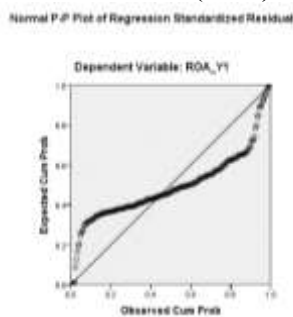


**Figure 3  
NPM Histogram Graph**

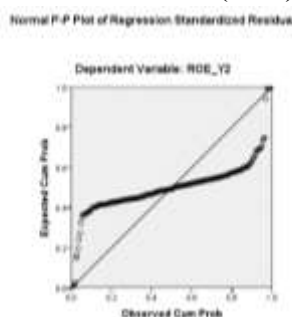


Based on figures 1, 2, and 3, the histogram graph shows that the residual values are spread following a normal distribution pattern. This indicates that the regression model used has met the assumption of normality.

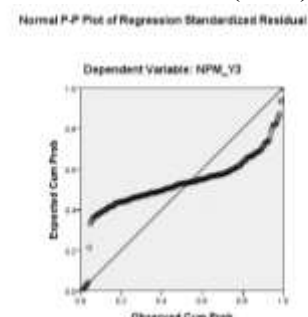
**Figure 5  
P-P Plot Model 1 (ROA)**



**Figure 6  
P-P Plot Model 2 (ROE)**



**Figure 7  
P-P Plot Model 3 (NPM)**



Based on the normality test results shown in Figures 4, 5, and 6, it can be concluded that the data for Models 1, 2, and 3 are normally distributed. This is evident from the data distribution pattern, which lies around the diagonal line and follows the direction of the line, indicating that the data distribution does not deviate significantly from a normal distribution.

**Heteroscedasticity Test**

**Table 2 Heteroscedasticity Test Results**

Variable Name	Sig.	Description
ROA (Y1)	.559	No heteroscedasticity
ROE (Y2)	.597	No heteroscedasticity
NPM (Y3)	.264	No heteroscedasticity

*Source: Data processed by the author using SPSS 31, 2025*

Based on the results of the heteroscedasticity test listed in Table 2, it is known that all significance probability values are above the 0.05 threshold. Therefore, it can be concluded that the regression model used does not show symptoms of heteroscedasticity.

**Autocorrelation Test**

**Table 3 Autocorrelation Test Results**

Variable Name	Durbin-Watson	Description
ROA (Y1)	2.085	No autocorrelation occurs
ROE (Y2)	1.939	No autocorrelation occurs
NPM (Y3)	2.027	No autocorrelation occurs

*Source: Data processed by the author using SPSS 31, 2025*

Based on the results in Table 3, it is known that the Durbin-Watson (DW) value in the regression model between CSR on ROA is 2,085, on ROE is 1,939, and on NPM is 2,027. To determine the presence or absence of autocorrelation, the DW value is compared with the critical limit at 5% significance. Based on the number of samples of 205 (n = 205) and the number of independent variables of 1 (k = 1), the lower limit (dl) and upper limit (du) values in the Durbin-Watson table are dl = 1.643 and du = 1.715.

Since all Durbin-Watson values of the three models are within the range of  $1.715 < DW < (4 - 1.715) = 2.285$ , it can be concluded that this regression model does not experience autocorrelation, either positive or negative autocorrelation. Thus, the regression model used has met the classical assumptions related to residual independence.

**Simple Linear Regression**

**Table 4 Simple Linear Regression Test Results Model 1 (ROA)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.026	.022		1.220	.224
	CSR_X	.085	.045	.130	1.868	.063

a. Dependent Variable: ROA\_Y1

*Source: Data processed by the author using SPSS 31, 2025*

Based on the data analysis above, the results of the simple linear regression equation for the ROA variable are as follows:

$$Y1 = 0.026 + 0.085X + e1$$

The following is the interpretation:

The constant value is 0.026, which means that if the CSR variable is constant (zero value), then the ROA value is 0.026. While the regression coefficient value for the CSR variable is

0.085. This shows that any increase in CSR by one unit will cause an increase in ROA of 0.085, assuming other independent variables are considered constant.

**Table 5 Simple Linear Regression Analysis Results Model 2 (ROE)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.025	.058		.435	.664
	CSR_X	.184	.122	.105	1.509	.133

a. Dependent Variable: ROE\_Y2

Source: Data processed by the author using SPSS 31, 2025

Based on the data analysis above, the results of the simple linear regression equation for the ROE variable are as follows:

$$Y2 = 0.025 + 0.184X + e2$$

The following is the interpretation:

The constant value of 0.025 means that if CSR is fixed or 0, then the ROE value has a value of 0.025. While the CSR regression coefficient value of 0.184 indicates that if CSR increases by one unit, then ROE will increase by 0.184, assuming other independent variables remain constant.

**Table 6 Simple Linear Regression Analysis Test Results Model 3 (NPM)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.017	.038		-.456	.649
	CSR_X	.170	.079	.149	2.147	.033

a. Dependent Variable: NPM\_Y3

Source: Data processed by the author using SPSS 31, 2025

Based on the data analysis above, the results of the simple linear regression equation for the NPM variable are as follows:

$$Y3 = -0.017 + 0.170X + e3$$

The following is the interpretation:

The constant value of -0.017 means that if CSR is constant or 0, then the NPM value has a negative value of -0.017. While the CSR regression coefficient value of 0.170 indicates that if CSR increases by one unit, then NPM will increase by 0.170, assuming other independent variables remain constant.

## Hypothesis Test

### T Test (Partial)

**Table 7 T Test Results (Partial)**

Variable Name	Koef. β	t	Sig.
ROA (Y1)	.085	1.868	.063
ROE (Y2)	.184	1.509	.133
NPM (Y3)	.170	2.147	.033

Source: Data processed by the author using SPSS 31, 2025

The following is the interpretation of the partial test results in Table 7:

- a. The regression coefficient value of the CSR variable on ROA is 0.085 with a positive direction. Furthermore, the calculated t value is 1.868 and the significance value is 0.063. Because the significance value of 0.063 is greater than 0.05 ( $0.063 > 0.05$ ).
- b. The regression coefficient value of the CSR variable on ROE is positive, namely 0.184. The calculated t value of the CSR variable is 1.509 and the significance value is 0.133. Because the significance value is greater than 0.05 ( $0.133 > 0.05$ ).
- c. The regression coefficient value of the CSR variable on NPM is positive, namely 0.170. The calculated t value of the CSR variable is 2.147 and the significance value is 0.033. Because the significance value is smaller than 0.05 ( $0.033 < 0.05$ ).

**Test Coefficient of Determination (R<sup>2</sup>)**

**Table 8 Test Results of the Coefficient of Determination (R<sup>2</sup>)**

Variable Name	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
ROA (Y1)	.017	.012	.14584
ROE (Y2)	.011	.006	.38987
NPM (Y3)	.022	.017	.25452

Source: Data processed by the author using SPSS 31, 2025

From the test results shown in Table 8, it is obtained that the R<sup>2</sup> value for the ROA variable is 0.017, ROE is 0.011, and NPM is 0.022. This shows that the ROA variable can be explained by CSR by 1.7%, the ROE variable by 1.1%, and the NPM variable by 2.2%, while the remaining 98.3%, 98.9%, and 97.8% respectively are explained by other variables outside the research model.

**Discussion**

**The Effect of CSR on ROA**

The results of hypothesis testing conducted show that the regression coefficient value of the CSR variable on ROA is 0.085 with a positive direction, but the significance value of 0.063 is greater than 0.05. This shows that CSR has no significant effect on ROA, so the first hypothesis (H1) which states that CSR has a positive effect on ROA cannot be accepted.

Based on the analysis conducted, researchers suspect that the insignificant effect of CSR on ROA can be explained through the perspective of stakeholder theory and legitimacy theory. According to stakeholder theory, companies that engage in CSR activities are expected to build good relationships with stakeholders, which will ultimately improve financial performance. However, in practice, the impact of CSR activities on the efficient use of assets (reflected in ROA) may not be immediately apparent, as stakeholders may not fully respond to or benefit from CSR programs undertaken by the company. In addition, based on legitimacy theory, CSR is carried out as a form of corporate efforts to gain social support and legitimacy from the community. However, this social support may not immediately affect the effectiveness of asset management, especially if CSR activities are more oriented towards imaging or symbolic compliance with social norms rather than internal efficiency. This may cause CSR activities to not be strong enough to increase the return on assets owned, so ROA does not show a significant increase.

The results of this study are consistent with previous research conducted by Kiki et al (2024), Radiman (2019), and Siti and Titik (2022) which state that CSR has no significant effect on ROA. However, this research is not directly proportional to the research conducted by Desdi and Liana (2022) which states that CSR has a significant effect on ROA.

**The Effect of CSR on ROE**

The results of hypothesis testing conducted show that the regression coefficient value of the CSR variable on ROE is 0.184 with a positive direction, but the significance value of 0.1333 is greater than 0.05. This shows that CSR has no significant effect on ROE, so the second hypothesis (H2) which states that CSR has a positive effect on ROE cannot be accepted. Based on the findings of Inas (2022), there are several reasons that explain this condition. First, if the level of CSR implemented by the company is relatively low, then its contribution to increasing ROE is also limited. However, CSR still plays a role in building and strengthening the company's image in the eyes of the public.

This may be due to the low level of investor awareness of the importance of CSR. Many companies report CSR activities only as part of a marketing strategy or simply to fulfill formal obligations, not as part of a real commitment. From the perspective of stakeholder theory, companies should be able to answer the expectations of various stakeholders through CSR implementation, including shareholders, employees, communities, and customers. However, if CSR activities are still symbolic, limited to imaging, or have not reached the interests of stakeholders as a whole, then the impact on increasing ROE will be less than optimal. In other words, when the needs and interests of stakeholders are not fully met, the financial performance measured in terms of return on equity also does not experience a significant increase. This shows that the effectiveness of CSR in driving ROE depends on the extent to which the company is able to fulfill stakeholder interests in real terms, not just reporting formalities.

The results of this study are in accordance with previous research conducted by Radiman (2019), Kiki et al (2024), Siti and Syamsul (2023) which state that CSR has no significant effect on ROE. However, this research is not directly proportional to the research conducted by Raif and Rigel (2022) which states that CSR has a significant effect on ROE.

### **The Effect of CSR on NPM**

The results of hypothesis testing conducted show that the regression coefficient value of the CSR variable on NPM is 0.170 with a positive direction and a significance value of 0.033 smaller than 0.05. This shows that CSR has a significant effect on NPM, so the third hypothesis (H3) which states that CSR has a positive effect on NPM can be accepted. This can be explained that there is a relationship between CSR and financial performance, especially NPM, where the implementation of CSR in a company can have a positive impact on increasing NPM. CSR itself is a form of corporate social responsibility that covers environmental, social, labor, and other social issues. As stated by Garaika (2020) that the higher the company's awareness of being responsible for the surrounding environment, society, and the welfare of its employees, the greater the potential for improving financial performance, especially in terms of NPM. In addition, according to Mendrofa et al (2024), companies that are more open in disclosing CSR activities tend to build a good image in the eyes of the surrounding community and also employees, who are part of the company's internal environment. Conversely, companies that are reluctant to disclose or even do not carry out CSR can be negatively assessed by the public. Therefore, the implementation of CSR plays a role in shaping public perception of the company. With the increase in social responsibility, it is natural that companies also experience an increase in net profit margins.

The greater the allocation of funds for CSR, the better the company's relationship with the surrounding community and the environment, which also acts as a consumer and of course this has the potential to encourage increased sales. Paying more attention to employee welfare can

also increase their loyalty and morale, which in turn supports the achievement of the company's long-term goals, namely profit.

The results of this study are supported by several previous studies, namely Rahmelia and Windhy (2019), Raif and Rigel (2022), and Desdi and Liana (2022) which show that CSR has a positive and significant effect on NPM. However, this research is inversely proportional to the research of Siti and Titik (2022) which states that CSR has no effect on NPM.

## CONCLUSION

The results of this study indicate that Corporate Social Responsibility (CSR) has no significant effect on Return on Asset (ROA) in non-financial companies listed on the IDX for the 2019-2023 period. The results of this study indicate Corporate Social Responsibility (CSR) has no significant effect on Return on Equity (ROE) in non-financial companies listed on the IDX for the 2019-2023 period. The results of this study indicate that Corporate Social Responsibility (CSR) has a positive and significant effect on Net Profit Margin (NPM) in nonfinancial companies listed on the IDX for the 2019-2023 period.

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