

The Influence of the Amount of CSR Costs Against Public Response and Company Performance

Deni Juliasari^{1*} Yosefa Sayekti² Siti Maria Wardayati²

1. Program Master of Accounting, Faculty of Economics and Business, University of Jember, Borneo 37 Street, Sumbersari, Jember, East Java 68 121, Indonesia

2. Faculty of Economics and Business, University of Jember, Borneo 37 Street, Sumbersari, Jember, East Java 68 121, Indonesia

Abstract

This study aims to determine the effect of the amount of CSR costs to public response and performance of the company. This research is a quantitative explanatory with a sample of 28 banking companies listed in Indonesia Stock Exchange during the period 2011-2015 are directly and indirectly, using path analysis for testing whether there is influence directly or indirectly influence. The results showed that the amount of CSR costs has positive influence on the community response, amount of CSR costs scale positive effect on the performance of the company, the public response has positive influence on the performance of the company, the amount of CSR costs positive effect on the company's performance with the public response intervening variables.

Keywords: CSR, Response, Corporate Performance.

1. Introduction

Bank Indonesia in carrying out its functions beraskan precautionary principle. The main function of Indonesian banks are as collector and distributor of public funds and aims to support the implementation of national development in order to improve the distribution of development and its results, economic growth and national stability, towards improving the standard of living of the people, it is stipulated in the Undang – Undang RI Nomor 7 Tahun 1992 on Banking. Banking institutions is one of the backbone of the economy of a country, as it has the function of the intermediary or as an intermediary between the owners of capital (fund supplier) with the user of funds (Sudiyatno & Jati, 2010).

In carrying out the business activities of banks face various risks, credit risk, market risk, operational risk and reputation risk. The number of regulations governing the banking sector in order to protect the interests of society, including the conditions governing the obligation to meet the minimum capital in accordance with the conditions of each bank, made the banking sector as a sector that is "highly regulated" (Komite Nasional Kebijakan Corporate, 2004). A company's performance is an important thing to be achieved by each company, because the performance is a reflection on the company's ability to manage and allocate its resources. A good measure of company performance begins with the confidence of investors to a company that the funds they invest in a safe condition and is expected to provide a good return anyway. Rate healthy investment decision and assess whether or not a company, usually assessed through the financial performance of the company concerned.

Implement social responsibility is a moral duty for any kind of company when the company as a new community intervention in the local community, has become imperative to adapt and contribute, because their presence has an impact, whether positive or negative. According Afifah (2011) in Sari (2014) concept of Corporate Social Responsibility want to realize the interaction between companies and stakeholders through the development of a harmonious relationship sehingga where the company can provide tangible benefits to the surrounding community. Companies that do Coporate Social Responsibility (CSR) means to participate attention to the interests of stakeholders from a strategic perspective. The parties including stakeholders in the banking company include managers, customers, employees, regulators, and shareholders. Some authors also emphasizes the importance of the reputation of Coporate Social Responsibility (CSR) in order to improve profitability in the long term (Davis, 1973, in Chen and Wang, 2011).

Through the course of Coporate Social Responsibility (CSR), reputation and corporate image can be boosted in the eyes of the public. Because with the program people can feel the benefits of the company's existence. The company's reputation more easily maintained when many parties have a positive emotional attachment to the company. Which of course it will bring great benefits for the existence and continuity of the company. Surely such disclosure will be addressed by stakeholders with diverse. Disclosure of CSR fee scale are expected to provide the signal and can improve the performance of the company.

The first banking activity is to collect funds from the public, known as funding activities. To raise funds, the bank uses a variety of strategies that people want to invest their funds in the form of deposits. Type deposits chosen by the community is like checking, savings, and time deposits (www.bi.go.id). Therefore, the banks should provide a variety of stimuli and trust so that people want to invest their funds as a form of public response to the bank. As services institutions, banks are particularly vulnerable to issues that could lead to a decline in public confidence.

Fluctuations of public confidence can be seen from how the public response. Community response means that a reply or response (reaction) from the public. The response is a psychological term used to label a reaction to stimuli received by the senses. Things supporting and underlying the size of a response is the attitude, perception and participation. Response to the process preceded a person's attitude because attitude is a tendency or willingness to behave when faced with certain stimuli. The response is a positive or negative reaction given by the people (Poerwadarminta, 1987: 1012).

Public response on the actions of Corporate Social Responsibility (CSR) conducted by the banking company in this case proxied through Third Party Fund (DPK). DPK is funding comes from public deposits, in various forms. Deposits by menurut Undang – Undang RI Nomor 7 Tahun 1992 are the funds entrusted by the public to the bank under the deposit agreement funds in the form of demand deposits, time deposits, savings or other equivalent form with it (www.bi.go.id).

DPK public response through the presence of these have an important role in increasing the income of banks, because of DPK then channeled into credit. Loans disbursed by the banks will get a rate of return in the form of interest income. Furthermore, the size of the interest result would affect the size of profitability. The main goal of each company is to obtain maximum profit with an increase in profitability which shows that the financial performance of a company to increase (Wibowo et al., 2016). Therefore then optimizing the positive public response through DPK be very important in improving profitability.

Based on the above, the authors can conclude some idea of the problems that exist in this research is possible if the amount of the cost of CSR affect the response of the community, the amount of the cost of CSR affect the performance of the company, the public response on the performance of the company, the amount of the cost of CSR affect the performance of the company through a public response. Several studies have linked Almar, et al (2012) by applying CSR, Return on Assets (ROA) as an indicator of the company's profitability tends to increase, Febriani (2016) the disclosure of Islamic social reporting significant effect on third-party funds Islamic banks, Sudiyatno (2010) Third Party Fund (DPK) significantly affects the performance of the bank (ROA).

The novelty of this study, researchers analyzed the effect of the disclosure of the company's CSR measures the performance of the company through public response. Departing from this background, stakeholder theory, legitimacy theory, signaling theory, Researchers considered a big company and go public must have apply the principles of disclosure of information held by the company so that comparable and easily accessible to stakeholders. Disclosure of information not only are only financial but non-financial terms as well as to gain a great benefit for the existence and continuity of the company. Through CSR fee scale disclosure should be able to attract the public response so that people want to menamkan funds in banks, the increased funds from the public, namely the so-called third party funds that will be obtained by the bank, the funds will be channeled back in the society in the form of credit. The greater the number of loans disbursed back to the community, the profits from the banks would be even greater. When the higher corporate profits, bank profitability will increase in terms of use of assets with the utilization of corporate liabilities that can improve the performance of the company.

2. Stakeholder Theory

The company is a part of some of the elements that make up the community in the social system. This creates a reciprocal relationship between the company and stakeholders. This means that the company must carry out its role in both directions in order to satisfy the needs of the company itself as well as stakeholders in Muid (2011). Thus, the existence of a company is strongly influenced by the support provided by the stakeholders to the company. According to researchers one of realizing the company's strategy is to implement CSR programs as well as disclose the information in the annual report. Social disclosure can be regarded as a form of dialogue between management and stakeholders. This is important for investors as stakeholders, need to evaluate the extent to which the company has implemented roles according to the wishes of stakeholders.

3. Legitimacy Theory

Legitimacy is one of the underlying theory of CSR disclosure. CSR is done to get a positive value and legitimacy of the public. Legitimacy is considered crucial by the company because they relate to the company's survival. In an attempt to gain legitimacy, corporate social activities and environmental activities which have accounting implications on reporting and disclosures in the annual report of the company through social and environmental reporting published by Vivi (2013). Researchers found legitimacy theory became the foundation for the company to pay attention to what the expectations of society and is able to align with the company's values of social norms that apply to where the company establish its activities.

4. Signaling Theory

Based on the signaling theory of social activities disclosed in the company's annual reports provide information

to investors about the prospects for substantial future returns. CSR proper and in accordance with the expectations of stakeholders is a signal in the form of good news given by the management to the public and show that the company has good prospects for the future and ensure a company's sustainability efforts. The company carries out CSR with the hope of improving the reputation and value / performance of the company (Apriwandi and Pratama, 2014). Researchers argue that the purpose of the report to provide additional information about the company activities and the means to provide a signal to the stakeholders about the other activities of the company, for example on the company's concern surrounding area, or a sign that the company does not only provide information based on regulations but provide more information to the stakeholders. Signal is expected to be received positively by the market so as to affect its financial performance for any activity undertaken by the company will have an impact on stakeholders. The activities of the attention and interest of the stakeholders, especially investors and potential investors of the company. Signal is expected to be received positively by the market so as to affect its financial performance for any activity undertaken by the company will have an impact on stakeholders. The activities of the attention and interest of the stakeholders, especially investors and potential investors of the company. Signal is expected to be received positively by the market so as to affect its financial performance for any activity undertaken by the company will have an impact on stakeholders. The activities of the attention and interest of the stakeholders, especially investors and potential investors of the company.

5. Research Methods

This research is explanatory by using a quantitative approach. In this study the data obtained from external data Indonesia Stock Exchange and the website of the company concerned. Secondary data used in this study is the annual report data and self-assessment report GCG banking companies listed on the Stock Exchange 2011-2015. The method determines the size of the sample used is purposive sampling.

Research data analysis using descriptive statistics and classical assumption test and path analysis. Before performing path analysis first conducted classical assumption test to test the quality of data to be analyzed. Data must meet the assumptions of classical test in the form of multicollinearity, autocorrelation, normality and heterokedastisitas. Data that have passed the test classic assumptions, hypothesis test by using path analysis. The research hypothesis test using path analysis. Path analysis is an extension of the multiple linear regression analysis. The reason why the present study using path analysis to test whether there is influence, directly or indirectly influence among variables CSR and GCG to the public response and the amount of fees between variables of CSR and corporate governance on corporate performance through public response.

6. Analysis

6.1 Descriptive Statistics

Descriptive statistics provide a picture or describe data on the terms of the mean value, standard deviation, variance, maximum, minimum, sum, range, kurtosis and skewness (skewed distribution). Skewness and kurtosis is a measure to see whether the data were normally distributed or not. Normally distributed data skewness and kurtosis has a value close to zero. The following are the descriptive statistics of the variables studied.

Table 1. Descriptive Statistics

descriptive Statistics												
	N	Range	Minimum	maximum	mean		Std. deviation	variance	skewness		kurtosis	
					statistics	Std. Error			statistics	Std. Error	statistics	Std. Error
Amount of CSR Costs	140	14:00	16:01	1.30	21.2790	.23689	2.80292	7856	.374	.205	-.155	.407
Community response	140	13:44	16:19	29.63	24.9826	.20009	2.36744	5605	-.430	.205	.941	.407
performance of the company	140	1:17	1.79	2.96	2.1511	.01826	.21606	.047	.703	.205	.700	.407
Valid (listwise)	N 140											

Source: Data processing (2017)

According to the table 1 SPSS output display shows the number of data observations Amount of CSR Costs banking companies listed on the Stock Exchange which is proxied by the amount of the cost of CSR (N) No 140, from 140 the data Amount of CSR Costs the smallest cost (minimum) is 16.01 which is the cost of CSR issued by Bank Capital Indonesia Tbk. in 2013 and the amount of the largest Amount of CSR Costs (maximum) is 30.01 issued by the State Savings Bank (Persero) Tbk. in 2015. The average amount of charge of CSR incurred

by all companies based on observation data 140 is 21.2790 with a standard deviation of 2.80292. Skewness and kurtosis respectively 0.374 and -0.155 so that it can be concluded that the data are normally distributed Amount of CSR Costs.

According to the table 1 SPSS output display shows the number of observational data on the public response banking companies listed on the Stock Exchange proxied by Community response (N) No 140, from the data 140 Community response the smallest (minimum) is that Community response owned 16.19 Bank Capital Indonesia Tbk. in 2015 and Community response the largest (maximum) is 29.63 held by Bank Negara Indonesia (Persero) Tbk. in 2013. The average Community response based on observation data 140 is 24.9826 with a standard deviation of 2.36744. Skewness and kurtosis respectively -0.430 and 0.941 so that it can be concluded that the data Community response is normally distributed.

According to the table 1 SPSS output display shows the number of observation data performance banking companies listed on the Stock Exchange proxied by the performance of the company (N) No 140, 140 Data performance of the company, the smallest (minimum) is 1.79 which is owned by the Bank's ROA Sinarmas Tbk. in 2015 and performance of the company the largest (maximum) was 2.96 Pundi owned by Bank Indonesia Tbk. in 2015. The average performance of the company based on observation data 140 is 2.1511 with a standard deviation of 0.21606. Skewness and kurtosis respectively 0,703 and 0,700 so it can be concluded that the data are normally distributed performance of the company.

6.2 Classical Assumption Test

6.2.1 Test Multicoloniarity

Multicoliniarity test aims to test whether the regression model found a correlation between the independent variables (Ghozali 2013), Multicoliniarity can be seen from the value of tolerance and the variance inflation factor (VIF). Where are said to occur multikolinieritas if VIF 10 or tolerance value of 0.10. The results of the test are presented in the following table multikolinieritas: $\geq \leq$

Table 2 Test Results Multicoliniarity

Independent variables	Model 1 Y = Community Response			Model 2 Y = Corporate Performance		
	Tolerant	VIF	Conclusion	Tolerant	VIF	Conclusion
Amount of CSR Costs	.954	1,048	Not Happen Multicoliniarity	0.927	1,079	Not Happen Multicoliniarity
Community response				0.934	1,071	Not Happen Multicoliniarity

Source: SPSS data (2017)

According to the table 2 can be seen that the value of the variable tolerance fee scale CSR is 0.954 greater than 0.10 while the variable fee scale VIF 1,048 CSR smaller than 10.00. The value of the variable tolerance fee scale CSR and DPK is 0.927 and 0.934 greater than 0.10 while the variable fee scale VIF CSR and DPK 1,079 and 1,071 smaller than 10.00. It can be concluded that there is no multicollinearity between the independent variables in the regression model.

6.2.2 Autocorrelation Test

Autocorrelation test aims to meguji whether in a linear regression model was no correlation between bullies error in period t with an error in period t-1 (previous). If there is a correlation, it is called autocorrelation. A good regression model is a regression that is free autocorrelation. Autocorrelation need to be tested on the regression data are time series, or based on a periodic such as monthly, yearly, etc.(Ghozali 2013),

Detecting autocorrelation in the regression model can use the magnitude of the Durbin-Watson (DW) with the following conditions:

- When $du < d < 4 - du$, then H_0 is accepted, meaning that there is no autocorrelation in the regression model.
- When $0 < d < dl$ or $4 - dl < d < 4$, then H_1 is accepted, meaning that there is autocorrelation in the regression model.
- If $dl > d > 4 - dl$ or $4 - du > d > du$, then the test results are inconclusive, so it can not be determined are the autocorrelation or not. $\leq \leq \leq$

Before analyzing the test results Durbin Watson, first determine the lower limit (dl) and the upper limit (du). The following table presents dl and du in accordance with the number of observational studies:

Table 3 Durbin Watson Test Bound

number of observations	Independent Variables Model 1	Independent Variables Model 2	Information	
			du = 1.7382 4 - du = 2.2618	dl = 1.7095 4 - dl = 2.2905
140	k = 1			
		k = 2	du = 1.7529 4 - du = 2.2471	dl = 1.6950 4 - dl = 2,305

Source: SPSS data

Based on Table 3 Model 1, the number of independent variables is one variable in order to obtain the upper limit value (du) of 1.7382 and a lower limit value (dl) of 1.75095. Model 2, the number of independent variables are two variables in order to obtain the upper limit value (du) of 1.7529 and a lower limit value (dl) of 1.6950. Furthermore autocorrelation between variables are shown in table 4.5 below:

Table 4 Test Results autocorrelation

Research model	Durbin - Watson	Conclusion
Model 1: - The independent variable = Amount of CSR Costs - Dependent Variable = Community Response	2,002	No autocorrelation
Model 2: Independent Variable = Amount of CSR Costs, public response Dependent Variable = performance of the company	1,790	No autocorrelation

Source: Data SPSS (2017)

Model 1 shows the value of DW 2.002 greater than the upper limit (du) 1.7382 and less than 4 - 1.7382 = 2.2618 (4 - du), it can be concluded there is no autocorrelation in the model 1. While in model 2 grades DW 1,790 greater than the upper limit (du) 1.7529 and less than 4 - 1.7529 = 2.2471 (4 - du), it can be concluded there is no autocorrelation in model 2.

6.2.3 Test Heteroscedasticity

Heteroscedasticity test aims to test whether the regression model occurred inequality residual variance from one observation to another observation. If the variance of the residuals of the observations to other observations remain, it is called and if different Homoscedasticity called Heteroscedasticity (Ghozali, 2013), In this study using the test to detect the presence or absence Glejser Heteroscedasticity. Glejser test is done by regressing the absolute variable residual value of the independent variables. If each variable has a significant value in the top 5% or 0.05 to the dependent variable absolute residul it can be said that the regression model does not contain any Heteroscedasticity. Results of the test of heteroscedasticity as follows:

Table 5 Test Results Heteroscedasticity

variables	Model 1 Y = Community Response		Model 2 Y = Corporate Performance	
	T	Sig.	t	Sig.
Amount of CSR Costs	-1.446	0.151	-1.384	0.168
Community response			-0.210	.834

Source: SPSS data

Table 5 shows that the regression model 1 with CSR fee scale independent variable on the dependent variable residual absolute no symptoms heteroskedastisitas with respective significance values greater than 0.05. Meaning it can be concluded that the regression model 1 does not contain any heteroscedasticity. 2 regression model with independent variable fee scale CSR and community responses to the dependent variable residual absolute no symptoms heteroskedastisitas with respective significance values greater than 0.05. Meaning it can be concluded that the regression model 2 does not contain any heteroscedasticity.

Normality test

Normality Test is a test of the normality of data distribution which aims to test whether the regression model, or residual confounding variables have a normal distribution (Ghozali 2013), In this study, to determine the data has been normally distributed or not, is done by statistical analysis using the Kolmogorov-Smirnov test. Kolmogorov-Smirnov test is done by making hypotheses:

H0 = residual normal distribution of data

H1 = the data are not normally distributed residuals

The provisions of the Kolmogorov-Smirnov test is if the value is below the significance $\alpha = 5\%$, and H0 rejected H1 accepted. Meanwhile, if the significance value is above the value of $\alpha = 5\%$, the H0 and H1 rejected. The test results data normality with the Kolmogorov-Smirnov test are presented in the following table:

Table 6 Normality Test Results Data with Kolmogorov-Smirnov variables

variables	Asymp value. Sig. (2 tailed)	Conclusion
unstandardized residuals	.709	normal distribution

Source: SPSS data

Based on Table 6 it can be seen that the normality of residuals as indicated by the residual unstandardized variables have a significance value greater than 0.05 is significant at .709, so it can be concluded that the data were normally distributed residuals.

6.3 Analysis of Path

Path analysis was also used to analyze the cause and effect that occurs when the independent variables affect the dependent variable directly or indirectly. After analyzing the data, and then made a model equation track by looking at the test results presented in Table 7 below:

Table 7 Test Results Path Analysis Model 1 and Model 2

Model	unstandardized Coficients	
	B	t
Model 1		
(Constant)	19.393	17.996
Amount of CSR Costs	.278	6.303
Model 2		
(Constant)	-63.818	-3.535
Amount of CSR Costs	0,974	2.128
community response	2,491	3192

Based on the above table 7 can be formed structural equation as follows:

Community Response = 19.393 + 0,278Amount of CSR Costs + e1	(Model 1)
Company Performance = -63.818 + 0,974Amount of CSR Costs + 2,491respon society + e2	(Model 2)

Based on both models of the equation above, can be interpreted as the following matters:

Model 1:

- a. Coefficient Variable Cost of CSR

Based on the results of hypothesis testing (t-test) variable Amount of CSR Costs shows unstandardized beta value of 0.278. Unstandardized beta coefficient value of 0.278 is the value of the path or paths p1.

Model 2:

- a. Coefficient Variable Cost of CSR

Based on the results of hypothesis testing (t-test) variable Amount of CSR Costs shows unstandardized beta value amounted to 0,974. Unstandardized beta coefficient value of -0.974 is a path or track the value of p5.

- b. Variable Coefficient public response

Based on the results of hypothesis testing (t-test) showed the public response variables unstandardized beta value of 2.491. Unstandardized beta coefficient value of 2.491 is the value of the path or the path p3.

The amount $e1 = \sqrt{1 - 0,327} = 0,673$ and the value of $e2 = \sqrt{1 - 0,168} = 0,832$

Based on Table 4.7 it can be argued the path diagram as follows:

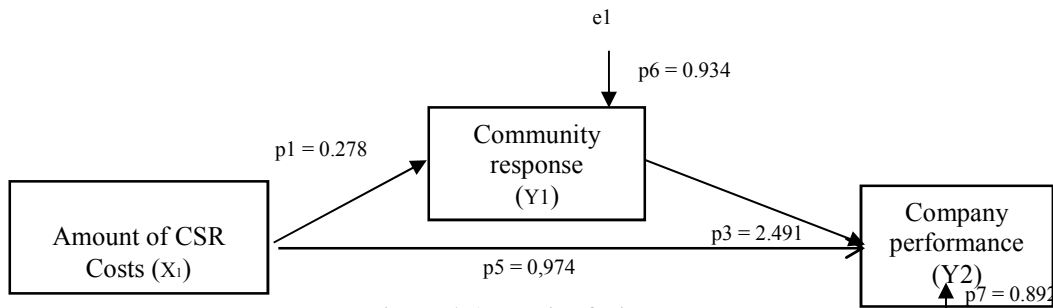


Figure 1 Analysis of Line

The results of path analysis showed that the amount of the cost of CSR and community responses can directly influence the company's performance. Variable Amount of CSR Costs can impact directly and indirectly on the public response. The indirect effect of CSR through the effect of variable magnitude of responses to the public (as intervening) and then to the company's performance. The magnitude of the direct influence of Amount of CSR Costs to the public response is 0.278.

The amount of fee scale direct influence of CSR on company performance is 0,974 and the public response

to the company's performance is 2.491. The indirect effect can be determined by calculating the coefficient multiplication indirectly, namely:

The indirect effect of Amount of CSR Costs to the performance of the company through public response $(0.278 \times 2.491 = 0.692)$ $p1 \times p3 =$

Effect of mediation shown by the multiplication coefficient is known significance to be tested using the Sobel Test (Ghozali, 2013) sebagai follows:

1. Calculate the standard error of the coefficient indirect effect

The indirect effect of Amount of CSR Costs to the performance of the company through public response ($Sp1p3$)

$$Sp1p3 = \sqrt{p32 + p12 SP12 + SP12 Sp32 Sp32}$$

$$Sp1p3 = \sqrt{(2,491)^2 (0,044)^2 + (.278)^2 (.780)^2 + (0,044)^2 (0.780)^2}$$

$$Sp1p3 = \sqrt{0.012 + 0.047 + 0.001}$$

$$Sp1p3 = \sqrt{0.060} = 0.245$$

2. Calculating the value of the t statistic or t influence of mediation with the following formula:

$$t = \frac{p1p3}{Sp1p3} = \frac{0,692}{0,012} = 57,67$$

Therefore the value of $t = 57.67$ is greater than t table with a significance level of 0.05 is equal to 1.96, it can be concluded that a significant coefficient 0,692 mediation which means there is the influence of mediation.

7. Discussion of Results

Hypothesis testing path analysis aimed to examine the contribution which is shown by the path coefficient for each path diagram of causal relationships between variables Amount of CSR Costs to the public response and the Amount of CSR Costs and the public response to the company's performance. Unruk path analysis is used to analyze the causal relationship exogenous variables on endogenous directly or indirectly.

The use of t test basically shows how far the influence of explanatory variables or independent or individually in explaining the variation of the dependent variable. The t-test was used to test the effect of independent and dependent variables in the equation of the model 1 and model 2. Based on t test analysis results obtained as follows:

Table 8 Results of Hypothesis Test ($\alpha = 5\%$ or 0.05)

Model	unstandardized coefficients		Sig.	Conclusion
	B	t		
Model 1				
(Constant)	19.393	17.996	0,000	
Amount of CSR Costs	.278	6.303	0,000	Significant
Model 2				
(Constant)	-63.818	-3.535	0,001	
Amount of CSR Costs	0,974	2.128	0,035	Significant
community response	2,491	3,192	0,002	Significant

Source: Data SPSS (2017)

Based on test results in table 8 can be explained as follows:

- Hypothesis 1 (H1) stated that the amount of the cost of CSR positively affects the community response. Table 4.9 shows the value of the path coefficient 0,000 sebesea have a smaller significance of $\alpha = 5\%$ ($0.000 < 0.05$). The significance value less than 0.05 indicates a significant influence. May mean that a significant difference between the amount of the cost of CSR to the public response. Based on the above, one hypothesis which states that the amount of the cost of CSR positively affects the community response unsubstantiated or H1 accepted.
- Hypothesis 2 (H2) stated that the amount of the cost of CSR positively affects company performance. Table 4.9 shows the path coefficient value of 0.035 has a smaller significance of $\alpha = 5\%$ ($0.000 < 0.05$). The significance value less than 0.05 indicates a significant influence. May mean that a significant difference between the amount of the cost of CSR on company performance. Based on the above, hypothesis 2 which states that the amount of fees CSR positive effect on the company's performance proved to be true or H2 is received.
- Hypothesis 3 (H3) said that the community response positive effect on the company's performance. Table 4.9 shows the path coefficient value of 0.002 has a smaller significance of $\alpha = 5\%$ ($0.000 < 0.05$). The significance value less than 0.05 indicates a significant influence. May mean that a significant difference

between the public response to the company's performance. Based on the above, hypothesis 3 which states that the public response has a positive effect on company performance unsubstantiated or H3 is received.

8. Conclusion

This study aimed to analyze the effect of the amount of the cost of CSR to the company's performance with the response of the community as an intervening variable in banking companies listed in Indonesia Stock Exchange in 2011 - 2015. This research analyzes the direct and indirect effects of the amount of the cost of CSR, corporate governance, on the performance of companies with public response. These samples included 140 observations. Based on the results of data analysis and discussion can be concluded as follows:

- a. Hypothesis 1 (H1) stated that the amount of the cost of CSR positively affects the community response. This shows that through fee scale disclosure of CSR can attract the public response. In other words, it can be concluded that the company's reputation is more easily maintained when many parties have a positive emotional attachment to the company. The greater the amount of the cost of the company's CSR, the greater the response of the community to invest their funds. Based on the above, one hypothesis which states that the amount of the cost of CSR positively affects the community response unsubstantiated or H1 accepted.
- b. Hypothesis 2 (H2) stated that the amount of the cost of CSR positively affects company performance. Through CSR program, reputation and corporate image can be boosted in the eyes of the public. Because with the program people can feel the benefits of the company's existence. Which of course it will bring great benefits for the existence and continuity of the company. Based on the above, hypothesis 3 which states that the amount of the cost of CSR has a positive effect on company performance unsubstantiated or H2 is received.
- c. Hypothesis 3 (H3) said that the community response positive effect on the company's performance. DPK public response through the presence of these have an important role in increasing the income of banks, because of DPK then be channeled into loans. Loans disbursed by the bank will earn the rate of return in the form of interest income. Furthermore, the size of the interest result would affect the size of profitability. An increase in profitability shows that a company's financial performance has increased. Based on the above, hypothesis 5 which states that the public response has a positive effect on company performance unsubstantiated or H3 is received.
- d. CSR fee scale positive effect on the performance of the company with the public response intervening variables. Through CSR program, reputation and corporate image can be boosted in the eyes of the public. Which of course it will bring great benefits for the existence and continuity of the company which received good response from the public. A good response from the community is shown through the increase in third party funds. This DPK have an important role in increasing the income of banks, because of DPK then channeled into credit. Loans disbursed by the banks will get a rate of return in the form of interest income. Furthermore, the size of the interest result would affect the size of the profitability of which will affect the company's financial performance.

References

- Sudiyatno, Bambang dan Jati Suroso. 2010. Analisis Pengaruh Dana Pihak Ketiga. BOPO, CAR dan LDR Terhadap Kinerja Keuangan Pada Sektor Perbankan Yang Go Publik di Bursa Efek Indonesia (BEI) Periode 2005-2008. *Dinamika Keuangan dan Perbankan*, 2(2): 125-137.
- Pedoman Good Corporate Governance Perbankan Indonesia. 2004. Komite Nasional Kebijakan Corporate Governance.
- Sari, Winda Dwi Novita. 2014. Penerapan Corporate Social Responsibility Terhadap Masyarakat Di Lingkungan Sekitar Perusahaan : Studi Kualitatif. *Jurnal Ilmu & Riset Akuntansi*, 3(1)
- Chen, Honghui., Xiayang Wang. 2011. Corporate social responsibility and corporate financial performance in China: an empirical research from Chinese firms, *Corporate Governance: The international journal of business in society*, 11(4): 361-370
- <http://www.bi.go.id/id/perbankan/ikhtisar/lembaga/Contents/Default.aspx>.
- Poerwadarminta. 1987. Kamus Umum Bahasa Indonesia. Jakarta: Balai Pustaka.
- Wibowo, Santoso., Yokhebed dan Lambok DR Tampubolon. 2016. Pengaruh CSR Disclosure Dan GCG Terhadap Nilai Perusahaan Dengan Kinerja Keuangan Sebagai Variabel *Intervening* Di Perusahaan Manufaktur Yang Terdaftar Di Bursa Efek Indonesia (2012-2014). *Prosiding Seminar Nasional Multi Disiplin Ilmu & Call For Papers UNISBANK*.
- Almar, Multafia., Rima Rachmawati dan Asfia Murni. 2012. Pengaruh Pengungkapan Corporate Social Responsibility (CSR) Terhadap Profitabilitas Perusahaan. *Seminar Nasional Akuntansi Dan Bisnis 2012*. Bandung, 27 Maret 2012.
- Febriani, Dini., Zaini Abdul Malik dan Azib. 2016. Pengaruh Pengungkapan Islamic Social Reporting Terhadap Dana Pihak Ketiga Pada Bank Umum Syariah Di Indonesia Periode 2010-2014. *Prosiding Keuangan dan*

- Perbankan Syariah*, 2(1)
- Muid, Dul. 2011. Pengaruh Corporate Social Responsibility Terhadap Stock Return (Studi Empiris Perusahaan yang Terdaftar di BEI Tahun 2008-2009). *Fokus Ekonomi*, 6(1): 105-121.
- Vivi, Indah Yulia dan Wahidahwati. 2013. Pengaruh Pengungkapan Corporate Social Responsibility Terhadap Abnormal Return. *Jurnal Ilmu & Riset Akuntansi*, 2(3)
- Apriwandi, RikoYudha Pratama. 2014. Pengaruh Perataan Laba dan CSR Disclosure terhadap Reaksi Pasar Survei pada Perusahaan Manufaktur yang terdaftar di Bursa Efek Indonesia. *Seminar Nasional Fakultas Ekonomi dan Bisnis Universitas Sebelas Maret Surakarta*. Solo 18 Maret 2014.
- Ghozali, Imam. 2013. Aplikasi Analisis Multivariate Dengan Program IBM SPSS21. Edisi 7. EdisiVII. Semarang: Badan Penerbit UNDIP.