

The Effect of Corporate Social Responsibility to Company's Reputation in Order to Improve the Participants' Performance of the BPJamsostek in the Region of Sukabumi

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Abstract:- The era of globalization is increasingly raising awareness of the company to increasingly try to survive and become the best in their field. Management of a company scheme will affect public perception. BPJamsostek as the organizing body of social security for workers and their families are also required to constantly improve performance. Reputation is one tool that can be used to measure the character and success of a company. A good reputation can increase the trust and loyalty of the participating companies BPJamsostek and attract new companies to become participants. Corporate image can be enhanced through the implementation of the assistance program given to participants and the community as a form of corporate social responsibility. Respondents in this study were the managers of the participating companies BPJamsostek in the City / District. Sukabumi, amounting to as much as 56 respondents. Data were collected through questionnaires with the aim to analyze the influence of social responsibility to the reputation and influence on the performance. Data were analyzed using the validity test, reliability test, as well as classical assumptions to test the research hypothesis. The results of this study indicate that social responsibility is a positive influence on the reputation that the hypothesis H1 is accepted and reputation of the positive effect on the company's performance so that H2 is acceptable. This study provides additional justification for previous research that social responsibility and corporate governance does have a positive effect on reputation. Accordingly, this study also showed that external factors helped the environment as a positive influence on the performance of the company, even bigger than the reputation.

Keywords:- Corporate Social Responsibility; Reputation; Performarmance Improvement; SPSS.

I. INTRODUCTION

Nowadays, people have become more critical and capable of social control over the business world. Businesspersons are required to conduct its business in a responsible manner. Businesspeople are not only required to take advantage of the business field, but they were also asked to make a positive contribution to the social environment. That understanding provides a view that the

world of business or corporate entity is no longer as self-serving, but rather business entity that is required to perform a cultural adaptation to the social environment (Sugeng, 2016) In theory, the Corporate Social Responsibility (hereinafter referred to as "CSR") can be defined as the moral responsibility of a company to its strategic stakeholders, particularly community around the work area and its operations. (Dian, 2014) According to William C. Frederick, CSR can be explained by two main principles namely the principle of charity and service principle (stewardship). The principle of charity to encourage companies to provide voluntary assistance for poverty alleviation. While the principle of service inspired the company to carry out its mandate and public trust and consider the interests of all parties affected by the decisions and policies of the company.

Implementation of corporate social responsibility in Indonesia one of which has been provided for in Article 74 of Law No. 40 of 2007 on Limited Liability Company (hereinafter the "Limited Liability Company Act"). According to Article 1 (3) Limited Liability Company Law, Social and Environmental Responsibility is the company's commitment to participate in the sustainable economic development to improve the quality of life and environment is beneficial, both for the company itself, the local community and society in general.

Michael and Kramer stated that with the concept of CSR, companies are obliged to care for the progress and welfare of the local communities where the company is domiciled and / or conducting its operational activities through various forms of activity are ideally suited to the strategy and core business of the company itself. On the other hand, CSR is also able to create a brand image for the company which eventually will be able to create customer loyalty to build or at least maintaining business reputation. CSR can be an advertisement for a product from a company. Notable examples of influential CSR in building the company's reputation can be seen in the study Dian (2014) who in his journal concluded that the implementation of CSR programs conducted by PT KAI (Persero) 6th region of Yogyakarta varied and responsive primarily to respond to the needs of society and the environment around the company is able build a positive image of PT KAI (Persero) for surrounding residents.

Especially for enterprises, Law No. 19 of 2003 on State-Owned Enterprises and Regulation of Minister of State PER-02 / MBU / 7/2017 concerning the Partnership Program State Owned Enterprises with Small Business and Community Development Program regulates the obligation to carry out corporate social responsibility for SOEs. UU no. 19 of 2003 on State-Owned Enterprises does not explicitly set the CSR, Article 88 paragraph (1) only regulates the provision for profit for the purposes of fostering small businesses / cooperatives and community development around the state enterprises but the Regulation of the Minister of BUMN number PER-05 / MBU / 2007 on Partnership Program State Owned Enterprises With Small Business And Environmental Development Program more Detailed where Article 2 (1) explains the technical implementation of CSR should be run by state companies. This meant that all state-owned enterprises in whatever form and whatever the type of effort required to implement the Partnership Program and Community Development as a part of CSR. Obliges all state companies conducting Partnership and Community Development Program without exception the forms and types of businesses is a fair provision. Not only certain SOEs are required to conduct the Partnership and Community Development Program, so it does not seem selective. In contrast to the concept of social and environmental responsibility in Law No. 40 Year 2007 on Limited Liability Company, which requires running their business in the field of / or related to natural resources to implement the Social and Environmental Responsibility.

Social Security Agency Employment (hereinafter referred to as "BPJamsostek") has been carrying out this kind of corporate social responsibility towards the participants and the public in the form of programs such as the benefits of additional services in the form of down payment assistance housing assistance home renovations, as well as other programs such as GEN Circle where each employee is required to seek participants eligible to be registered and the fee was paid by the employee BPJamsostek.

In accordance with Article 14 of Law No. 24 of 2011 concerning Social Security Agency (hereinafter the "Act BPJS"), membership in the Social Security program is mandatory. That is, every person who qualifies is required by law to participate in Social Security. Although participation is mandatory, does not mean that the Social Security system will automatically protect the public. Pursuant to Article 16 of Law BPJS, communities need to actively enroll, submit data themselves and their families, including income, as well as obligations to pay dues regularly to the Social Security Agency in accordance with the submitted program. However, according to data presented by the Director BPJS Employment, Ilyas Lubis, The Fermont hotel on February 15, 2018, BPJamsostek participation level is still very low with only 2.44 percent of companies in Indonesia that included employees in BPJS Employment program. Therefore, it is necessary that suitable strategies to improve retention of BPJamsostek program.

II. LITERATUR REVIEW

A. Corporate Social Responsibility

The concept of social responsibility has been known since 1970. At present discourse about social responsibility, the company has grown rapidly. The basic idea is the corporate social responsibility of the company's decision which affects social and corporate stakeholders must take responsibility for his decision (Oetzel et al., 2007). There are several indicators to measure CSR disclosure by Sembiring (2005), namely:

- Environment
- Energy
- Occupational Health and Safety
- Other About Labor
- Product
- Community involvement
- General

CSR provides the understanding that CSR is essentially a company's commitment to the three elements, namely, economic, social, and environmental.

CSR is a strategic investment, not a cost (expense) which reduce profits and the value of the company as long as it is claimed most businesspeople. CSR must be treated as an intangible asset which play a strategic role as a creator of value (value creator) for the company and shareholders (Lako 2008).

According to Radhakrishnan et al. (2018) corporate social responsibility includes compliance and do what is ethically and morally. The definition of CSR in the economy emphasizes the balance by using a special idea. Corporate social responsibility includes the allocation of resources and actions that are part of the business models that help solve social problems indirectly, to mitigate the negative externalities and promote positive externalities.

Definition of results-based CSR, which focuses on whether the stakeholder or shareholder benefit, as well as the emphasis on inputs and resources. This is important because managers make decisions about how resources are allocated and input, which in turn leads to the output, which is beneficial to various stakeholders and shareholders. Thus, this definition will assist in developing and guiding decisions and managerial disclosure.

Society at large has certain expectations in mining companies related to its responsibility for the social environment is by reforming the operating system company that was ignored concern and social responsibility into the operating system that has a concern and a strong social responsibility. The community hopes that the company has a positive contribution to the environment. The mining company has a social obligation to meet these expectations, given the mining company is present in the community and manage the natural resources around them.

Companies should also be aware that CSR has become a central issue of the business. This issue has been examined as well as the market participants have broad implications on contingent liabilities, equity, profit and loss performance, risk and business prospects (Lako 2011).

According to (Lako 2011) Corporate Social Responsibility is an integrated concept that combines business and social aspects in harmony so that the company can help achieve the welfare of stakeholders, and can achieve a maximum profit that can boost the share price. The concept of the cost of corporate social responsibility by (Lako, 2015) means that companies voluntarily pay to be able to assist the local government in addressing issues of social, economic, educational, health, environment and others into operation and their interaction with stakeholders, so indirectly this concept can build a positive image for the company.

Among businessmen, the pros and cons of the existence of Article 74 of the Company Law and Government Regulation No. 47 Year 2012 on Social and Environmental Responsibility of the Company which requires the company to implement the program - and mengangarkannya CSR program as a cost the company also continues today. The polemic is serious after a number of local governments issuing and enforcing local regulations on social responsibility and corporate environment that forces companies that are in a region to take an active role in regional development.

In line with the opinion of some representative organizations of employers who apply for judicial review, businessmen and academics in general also stressed that the essence of CSR is not the same as TJSLP nature. The essence of CSR is not mandatory for the company, but voluntary. Its implementation should not be forced by the government and civil society parties. Implementation of CSR should be based on the willingness, commitment and ability of economic resources and business strategies of each company.

B. Reputation

Reputation is a major problem for any company that needs to receive the same attention as the risks inherent in the operational, strategic and financial issues. A good reputation is an asset for the company. Conversely, a bad reputation is a burden for the company. As a strategic asset of the company, reputation plays a role in achieving competitive advantage and improve business performance (Hall et al. In Wang, 2006). If the reputation is considered a burden to the company, the company's goal is to reduce the impact that may result from that reputation. According Wartick (2002), the company's reputation is the perception of each stakeholder in the aggregate about how well the organizational response. Reputation is very important for the company because in the eyes of customers and society at large, reputation gives an overview of the company's overall performance. Herbig et al. (1994) explains that the company's reputation can be seen from the company's

competence and its superiority compared to the company's competitors.

Fomburn (1996) and Dowling (2001) provides an alternative that can be used by companies to establish and maintain a reputation, namely:

- A good reputation is built from within the company. The company must have a business model and a solid strategy, values and culture, as well as products and services that are able to create value for consumers.
- Good relations with stakeholders will establish the company's reputation.
- In the long run compared with a public relations campaign, the behavior shown the company will be able to establish a reputation.

C. Participation Performance

Performance is the performance of the functions required of a person; performance is an act, an achievement, a public exhibition of skill (John Whitmore, 1997). Performance is a condition that must be known and confirmed to certain parties to determine the level of achievement of an agency associated with the vision assigned to an organization or company and to know the positive and negative impact of an operational policy.

Defined criteria for assessing the performance of membership is the level of participation of companies and employment, admission fees, and the level of accounts receivable.

D. Relationships Between Variables

- *The relationship between Social Responsibility and Reputation.* Schultz et al. (2001) stated that the company's reputation depends not only social behavior that is done today but the community also assess social behavior in the past. Although there are some studies that say that there is no relationship or going on a negative relationship between corporate social responsibility and corporate performance, but research conducted recently found a positive relationship between corporate social responsibility and corporate performance (Abratt and Sacks et al. in Qu, 2007). According to a survey conducted by Smith, it was found that as many as 88% of consumers tend to prefer to buy products that have a good social responsibility (Qu, 2007).

H1 = Social responsibility has a positive effect on reputation.

- *Relationship between Corporate Reputation and Performance.* In strategic management theory suggested that with a good reputation, the company will be able to create a sustainable competitive advantage and affect the overall performance of the company (Fomburn and Rindova et al. In Dolphin, 2004). A good reputation can maintain the viability of the company and increase profits; can help to reassure stakeholders with the ability to attract customers and high quality employees, helping companies both in good times and bad times (Balmer et

al., in Roberts and Dowling, 2002). In addition, with a good reputation then sales will increase (Nguyen and Leblanc in Dolphin, 2004).

Rose and Thomsen (2004) tried to examine the impact of the company's reputation on the performance of companies in Denmark, found a relatively different results with previous studies stating that reputation will improve performance. Based on the research that has been done before, Rose and Thomsen in fact does not deny that the company's reputation is an important factor in maintaining the viability of the company in the long term. However, their findings indicate that a strong image or reputation would be formed if the management company is able to improve performance. The implications of their research is the management company will pay attention to a company's reputation if it affects the growth and profitability of the business, not because of a direct impact on the company's stock market value.

H2 = Reputation positive effect on the company's performance.

E. Framework

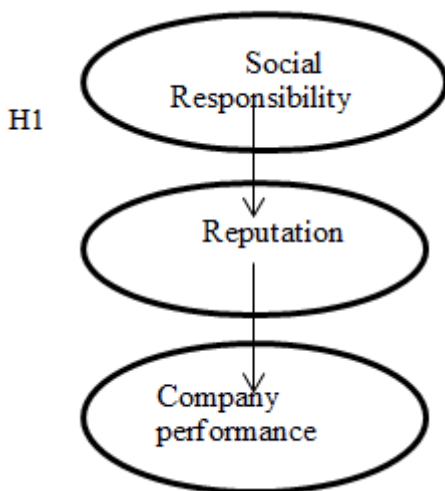


Fig 1:- Proposed Research Framework

III. RESEARCH METHODS

A. Research design

This research is a causal research design. Causal research objective is to develop a research model and test research hypotheses have been proposed in the previous chapter, and is expected to make a managerial beneficial implications in the areas concerned.

B. Types and Sources of Data

The data used are primary data and secondary data. In this study the primary data collection obtained from questionnaires filled out by respondents who are considered to represent a company registered as a participant BPJamsostek in Sukabumi Branch Office. Secondary data were obtained from the literature, journals, and other sources that support research.

C. Population and Sample

The population in this study are all companies participants Social Security in the City / District. Sukabumi. The number of samples taken for this study is determined in accordance with the opinion of the number of samples is representative for SPSS analysis techniques. The sample in this research were 56 respondents. Techniques used in sampling is purposive sampling where the sample selection based on the criteria set out researchers with particular considerations for purposes of research (have now, 2000).

D. Operational Definition of Variables

| variables | Operational definition | Measurement |
|-----------------------|---|---|
| Social Responsibility | Sustained commitment in the world business to act ethically and contribute the economic development while improve the quality of life in the workplace and family in particular, and the community Local and general social | 5 points on a scale of 3 indicators to measuring Responsibility Social responsibility |
| Reputation | The combination of reality (social performance and economy) and perception (the performance of which is considered important by stakeholders) | 5 points on a scale of 5 indicators to Reputation measure |
| Company performance | A condition that must be known and confirmed to certain parties for determine the level of achievement of an agency connected with the vision that carried a organization or enterprise and to know positive and negative impacts of a policy operational | 5 points on a scale of 3 indicators to performance measure Company. |

E. Data analysis technique

Data were analyzed using multiple linear regression analysis. Hartono (2009) on (Kusuma, 2018) said multiple linear regression analysis function to find the effect of two or more independent variables on the dependent variable. The statistical tool used was SPSS 22.

F. Validity test

(Kusuma, 2018) The purpose of the test is to check the validity of valid or not the data, in this research are questionnaires filled out by respondents. Sujarweni (2016) (Kusuma, 2018) explains also that the purpose of the validity of the test is used to determine the feasibility of defining a variable. This test is performed for all items of questions to compare results with the count r r table, $df = n -$

2 5% significance level. If $r_{count} > r_{table}$ then valid. The higher the value of validity, the accuracy of the questionnaire rated *mendekeati* also can be used as a measuring tool.

G. Reliability Test

This study uses a reliability test which is used to measure the reliability or the reliability of a questionnaire which is an indicator of variables. (Santoso, 2003: 270) stated the questionnaire can be called reliable if the answers of respondents to the questionnaire *skonsisten* from time to time. Ghozali (2005) states that the reliability test is useful to know the results of the measurements remain consistent if measurements were taken more than once. Test Reliability is aimed at all the question items together. If Cronbach's Alpha > 0.60 then said to be reliable.

H. Classic assumption test

- **Multikolienaritas Test** : One of the classical assumption used is *multikolienaritas* test that is useful to know is there a perfect linear relationship between the independent variables in the regression. The results of the tests used to know is there any *multikolienaritas* symptoms or not. Can be viewed from VIF (Value Inflation Factor) and tolerance. If the value of VIF < 10 and tolerance > 0.10 then no *multikolienaritas*
- **Normality test** : One of the classic assumption test used in this study is a test for normality. Intended normality test detects the distribution of the data contained in the variables used in the study. If the data are normally distributed so good also for research. Researchers used Kolmogorov-Smirnov test for significance results. If $sig > 0.05$ then the normal distribution of data.
- **Heteroskedastisitas Test** : Heteroskedastisitas test is useful to know the variance is not equal to the independent variable *heteroskedastisitas* test *berbeda*. Menggunakan *glejser* models. If the value of $sig > 0.05$ then there is no *heteroskedastisitas*.

I. Regression Analysis

Researchers used regression analysis as a means of hypothesis testing. Using individual test parameters *signifikansi* (T test). Researchers used a software program SPSS 22. Criteria for acceptance of the hypothesis: If $sig. t < 0.05$ then the hypothesis is accepted. If $sig. t > 0.05$ then the hypothesis is rejected.

IV. DISCUSSION

A. Overview of Respondents

Respondents in this study is the personnel manager or the General Manager of the companies registered for the BPJamsostek. They are the decision-makers (decision maker) regarding the company and workforce participation in programs BPJamsostek with the reported amount of wages as a basis for calculation of premiums. Overall respondents in this study were 56 respondents.

B. Validity Testing Results

➤ **Validity and Reliability Test Results.** Testing the validity indicates the extent to which gauges which can be used to measure what you want measured. To test the validity by comparing the value of r_{count} r_{table} . The first test for the validity of the test was conducted to test the variable *pressure*:

| Question | R Count | R Table | Information |
|----------|---------|---------|-------------|
| CSR1 | 0623 | 0,266 | Valid |
| CSR2 | 0514 | 0,266 | Valid |
| CSR3 | 0597 | 0,266 | Valid |

Table 1:- Results of Testing Validity Csr
a. Source: Primary data is processed

Based in table 1. CSR is known that variable in this test is valid all. Then the next is the validity of the test results for the variable *reputation*:

| Question | R Count | R Table | Information |
|----------|---------|---------|-------------|
| REP1 | 0657 | 0,266 | Valid |
| REP2 | 0505 | 0,266 | Valid |
| REP3 | 0611 | 0,266 | Valid |
| REP4 | 0663 | 0,266 | Valid |
| REP5 | 0476 | 0,266 | Valid |

Table 2:- Results Of Tes Validity Reputation
b. Source: Primary data is processed

Based in table 2. note that the *reputation* variable in this test is valid all. Then the next is the validity of the test results for the variable *performance*:

| Question | R Count | R Table | Information |
|----------|---------|---------|-------------|
| KIN1 | 0378 | 0,266 | valid |
| KIN2 | 0539 | 0,266 | valid |
| KIN3 | 0429 | 0,266 | valid |

Table 3:- Performance Validity Testing
c. Source: Primary data is processed

Based on Table 3. known that *reputation* variable in this test is valid all. Then the next is the reliability test results:

| Variables | Cronbach Alpha | Information |
|-------------|----------------|-------------|
| CSR | 0.739 | reliable |
| Reputation | 0.797 | reliable |
| performance | 0.631 | reliable |

Table 4:- Reliability Testing Results
d. Source: Primary data is processed

Judging from Table 4 it can be seen that the Cronbach alpha values for all the variables above 0.6, it can be said to be reliable.

C. Hypothesis test

Hypothesis testing is done by multiple regression analysis dimana sig <0.05 otherwise diterima and sig. > 0.05 be rejected. If the data processing indicates the value to qualify, then the research hypothesis proposed is acceptable. Discussion on hypothesis testing is done in stages in accordance with the order of the hypothesis.

The results of hypothesis testing can be seen in the following table:

| Hypothesis | Beta Value and P-value | Acceptance criteria | Test Results |
|---|---------------------------|--------------------------|--------------|
| H1 = Social Responsibility positive effect on reputation. | B = 1.166 Sig = 0,000 | B positive sig ≤ 0.05 | Received |
| H2 = Reputation positive effect on company performance. | B = 0.329 Sig. = 0,000 | B positive sig ≤ 0.05 | Received |

Table 5:- Hypothesis Testing

Sources: Primary data is processed

- *Testing Hypothesis (H1)*. Hypothesis 1 (H1) stated that Corporate Social Responsibility positive effect on reputation. Based on the results of data processing as shown in Table 5 that the positive beta coefficient of 0.05 significance level in relation to the Reputation of Corporate Social Responsibility at 1.166 with sig below 0.05. Thus H1 in this study can be accepted because the significance value of $t = 0.000 < 0.05$ then H1 accepted.
- *Testing Hypothesis (H2)*. Hypothesis 2 (H2) suggests that reputation is a positive influence on company performance. A positive beta coefficient with a significance level of <0.05 in relation to the reputation of the company performance. Thus H2 in this study can be accepted.

V. CONCLUSION

Reputation is an important component to help the success of the strategy taken by the company. Reputation may explain why customers prefer products or services offered by a company rather than the company's competitors because customers thought reflects the reputation of the company, whether it is their own assessment of the company as a whole or obtained from comparing the company's competitors.

The results showed that social responsibility is a positive and significant impact on reputation. This study proved that when companies perform activities as a form of social responsibility on an ongoing basis the company's reputation, the better. The more often the company doing activities that are helping improve the welfare of the participants and the community as a concern of the company, it will form a good public opinion on the image of the company and if it is done in a sustainable manner so it can improve a company's reputation. This is consistent

with studies that state that social responsibility affects the reputation of the company.

The results also showed that the reputation is positive and significant effect on the performance of the company. This study proved that with good reputation will improve company's performance. The better the reputation which is owned by the company will help to improve the performance of the company. A good reputation will be taken into consideration for the participants and the public to cooperate with the company. If the company has a bad reputation in the field of business, the people will not hesitate to register a participant, and participants will reconsider the membership. Therefore, companies should maintain the company's reputation in the eyes of its stakeholders. The results showed that all hypothesis can be accepted.

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