

ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh *Corporate Social Responsibility* terhadap Kinerja Keuangan dengan *Firm Size* sebagai variabel moderasi. *Corporate Social Responsibility* diproksikan dengan skor pengungkapan CSR berdasarkan 40 indikator, Kinerja Keuangan diproksikan dengan *Return on Assets* (ROA), dan *Firm Size* diukur dengan Logaritma natural dari total aset. Metode *Conditional Process Analysis* (CPA) karya Hayes digunakan dalam penelitian kuantitatif ini. Sampel pada penelitian ini menggunakan data panel tidak seimbang (*unbalanced data panel*) dengan total 97 observasi dari 29 perusahaan sektor energi yang terdaftar di Bursa Efek Indonesia (BEI) antara tahun 2021 hingga 2024. Hasil penelitian menunjukkan bahwa *Corporate Social Responsibility* berpengaruh positif dan signifikan terhadap Kinerja Keuangan. Selain itu, *Firm Size* tidak terbukti berperan sebagai variabel moderasi dalam hubungan antara *Corporate Social Responsibility* dan Kinerja Keuangan, menunjukkan bahwa efektivitas CSR terhadap profitabilitas tidak bergantung pada skala aset perusahaan. Implikasi penelitian ini secara teoritis berkontribusi pada literatur tanggung jawab sosial dan kinerja keuangan perusahaan, serta secara praktis bagi regulator, manajemen, dan investor dalam merumuskan strategi keberlanjutan di sektor energi.

Kata Kunci: *Corporate Social Responsibility*, Kinerja Keuangan, *Firm Size*, ROA, Moderasi, *Conditional Process Analysis*, Perusahaan Energi, Bursa Efek Indonesia

ABSTRACT

This study aims to examine the effect of Corporate Social Responsibility on Financial Performance with Firm Size as a moderating variable. Corporate Social Responsibility is proxied by the CSR disclosure score based on 40 indicators, Financial Performance is proxied by Return on Assets (ROA), and Firm Size is measured by the natural logarithm of total assets. The Conditional Process Analysis (CPA) method developed by Hayes is used in this quantitative research. The sample in this study employs an unbalanced data panel with a total of 97 observations from 29 energy sector companies listed on the Indonesia Stock Exchange (IDX) between 2021 and 2024. The results show that Corporate Social Responsibility has a positive and significant effect on Financial Performance. In addition, Firm Size is not proven to moderate the relationship between Corporate Social Responsibility and Financial Performance, indicating that the effectiveness of CSR on profitability does not depend on the scale of company assets. This study theoretically contributes to the literature on corporate social responsibility and financial performance, and practically benefits regulators, management, and investors in formulating sustainability strategies in the energy sector.

Keywords: *Corporate Social Responsibility, Financial Performance, Firm Size, ROA, Moderation, Conditional Process Analysis, Energy Companies, Indonesia Stock Exchange*

KATA PENGANTAR

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ