ABSTRACT

Factors have Relationship with Corporate Social Responsibility
Case of PT. Indofood Sukses Makmur Tbk

Risca Bernadetta Noviyanti

Companies must have social responsibilities to take notice and to protect their environment. Social responsibilities is not just giving donations, but more on the aspect of the company commitment, recruitment and employee rights, production process, even product labeling. Factors affecting corporate social responsibilities (CSR) are: Government Regulation, Public Pressure, Environment Organisation Pressure, Mass Media Pressure, and Social Accounting. This thesis focuses on how to study which factor from the factors mentioned above that influence company in the case of PT. Indofood Sukses Makmur Tbk. on performing their CSR. The approach used is by using survey method where participants being asked to answer a series of question after being given explanation about CSR. The answer is being analyzed using causalistic model, through Kruskal Wallis parameter and Rank Spearmann corelation. The result of the analysis shows that public pressure and environment organisation pressure relates with companies CSR activities. Furthermore, because PT. Indofood Sukses Makmur Tbk. is a multi national company, the company is expected to do their CSR according to the Government Regulation. The company is also being advised to improve the quality of CSR reports because in the future, it can become the demand from the society and will be regulated in Sustainability Reporting Guidelines.