

ABSTRAK

Tujuan penelitian ini untuk mengetahui *corporate social responsibility*, *good corporate governance* dan kinerja perusahaan terhadap reputasi perusahaan pada perusahaan Telekomunikasi. Metode yang digunakan pada penelitian ini yaitu metode penelitian kuantitatif dengan data sekunder.

Populasi data pada penelitian ini yaitu semua perusahaan Telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2012 -2020. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Sampel yang diperoleh sebanyak 4 perusahaan.

Hasil penelitian ini menunjukkan bahwa *corporate social responsibility*, *good corporate governance* berpengaruh tidak signifikan terhadap reputasi perusahaan dan kinerja perusahaan berpengaruh signifikan terhadap reputasi perusahaan.

Kata Kunci : *corporate social responsibility*, *good corporate governance* dan kinerja perusahaan.



ABSTRACT

The purpose of this research is to determine corporate social responsibility, good corporate governance and company performance on the company's reputation in telecommunications companies. The method used in this study is a quantitative research method with secondary data.

The population of the data in this study are all telecommunication companies listed on the Indonesia Stock Exchange (IDX) in 2012-2020. The sampling technique used in this research is purposive sampling. The samples obtained were 4 companies.

The results of this study indicate that corporate social responsibility, good corporate governance have no significant effect on the company's reputation and the company's performance has a significant effect on the company's reputation.

Keywords: *corporate social responsibility, good corporate governance and company performance.*

