

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji secara empiris pengaruh *good corporate governance*, *corporate social responsibility* dan *brand image* terhadap kinerja keuangan perusahaan. Populasi dari penelitian ini adalah perusahaan kosmetik yang terdaftar di Bursa Efek Indonesia periode tahun 2018-2020. Sampel penelitian berjumlah 5 perusahaan atau 15 data observasi yang dipilih dengan menggunakan metode *purposive sampling*. Data yang digunakan dalam penelitian ini adalah data sekunder berupa laporan keuangan yang dipublikasikan oleh masing-masing perusahaan. Pengujian hipotesis pada penelitian ini menggunakan model regresi linear berganda yang dianalisis dengan bantuan *software* SPSS versi 22. Hasil dari penelitian ini membuktikan bahwa *Good Corporate Governance*, *Corporate Social Responsibility* dan *Brand Image* secara simultan berpengaruh terhadap kinerja keuangan.

Kata kunci : Kinerja Keuangan, *Good Corporate Governance*, *Corporate Social Responsibility*, *Brand Image*, ROA.

ABSTRACT

The research was aimed to analyze and to obtain empirical evidences on the relationship between good corporate governance, corporate social responsibility and brand image toward financial performance. The population in this research were cosmetic companies listed on Bursa Efek Indonesia (BEI) for the 2018-2020. Sample in this research were 5 companies or 15 observation data which had determined by the method of purposive sampling. The data that used in this research were secondary data which were of financial report published by each company. Hypothesis testing in this research was using multiple linear regression models which was analyzed by software SPSS version 22. The results of this research prove that good corporate governance, corporate social responsibility and brand image has a significantly effect of financial performance.

Keyword : Financial Performance, Good Corporate Governance, Corporate Social Responsibility, Brand Image, Return On Asset.