

ABSTRACT

The phenomenon of Corporate Social Responsibility (CSR) has become increasingly important in modern business as a tool to enhance reputation and respond to societal demands for social and environmental contributions. Using the typology of business strategies by Miles and Snow, this research aims to explore the relationship between business strategies of prospector, analyzer, and defender with CSR performance.

The study employs a quantitative panel data regression analysis. The dependent variable is the ESG score as a proxy for CSR performance, while the independent variables are the types of business strategies. The population consists of listed manufacturing companies on the Indonesia Stock Exchange (IDX) from 2019 to 2022, with a sample size of 80 companies. The research software used is STATA 17.0.

The results show that prospector and analyzer have a positive impact on CSR performance, while defender has a significant negative correlation with CSR performance. Additionally, CSR performance using the prospector strategy is better than that of the analyzer and defender strategies. Overall, the findings indicate that business strategy is a crucial determinant of CSR performance and strengthen the argument that prospector benefits from CSR by enhancing reputation, being more tolerant of uncertainty, and CSR risks.

Keywords: Corporate Social Responsibility, business strategy, prospector, analyzer, defender.