

## **ABSTRACT**

*This study aims to examine differences in the effect of Corporate Social Responsibilities (CSR) with descriptive, instrumental, and strategic approaches to company performance. The CSR approach in this study refers to research conducted by Boesso, Kumar, and Michelin (2013). The independent variables used in this study are CSR performance, capital expenditure, GRI, descriptive, instrumental, strategic. The dependent variable in this study is Earning Before Interest and Tax (EBIT) and market value.*

*This study uses secondary data. The population of this study is a manufacturing company that participates in the PROPER program and listed on the IDX in 2012 to 2016. The study sample was selected by purposive sampling method and obtained 21 companies that met the criteria. The analysis test uses the panel random-effect regression analysis model.*

*The results showed that the descriptive approach had a significant effect on market value but did not significantly influence EBIT. Whereas, instrumental and strategic approaches have no significant effect on company performance.*

*Keywords: Corporate Social Responsibility, CSR, company performance, approach to CSR.*