

# Pengaruh corporate social responsibility terhadap competitive performance dengan peran mediasi relational improvement studi kasus umkm di jabodetabek tahun 2015 = Effect of corporate social responsibility practice on competitive performance with relational improvement as a mediating variable study case micro small and medium enterprise in jabodetabek 2015

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## Abstrak

[Dalam skenario keuangan ekonomi dan non-keuangan dimana kelangsungan hidup organisasi dari usaha mikro, kecil dan menengah (UMKM) yang lebih dikondisikan dari sebelumnya oleh kinerja kompetitif. Karya tulis ini bertujuan untuk menunjukkan bahwa penggabungan strategis dari tindakan yang bertanggung jawab secara sosial, lebih peduli, keterlibatan usaha dengan para stakeholder, serta memberikan kontribusi untuk meningkatkan competitive performance organisasi. Dengan demikian, keberadaan hubungan langsung atau peran mediasi antara pengembangan praktik Corporate Social Responsibility (CSR) dan competitive performance dianalisis dari perspektif stakeholder. Data dikumpulkan dari sampel 150 UMKM di Jabodetabek. Hasil menunjukkan bahwa perkembangan praktik CSR kontribusi untuk meningkatkan kinerja kompetitif baik secara langsung maupun tidak langsung, melalui kemampuan organisasi-organisasi ini untuk mengelola peningkatan hubungan dengan stakeholder; In a financial economic and non financial scenario in which the organization survival of micro, small and medium enterprises (SME) are more conditioned than ever by competitive performance. This paper aims to show that the strategic incorporation of socially responsible actions, more concerned and engaged with stakeholders, contributes to improve the competitiveness of these organizations. Thus, the existence of a direct or mediated relationship between the development of Corporate Social Responsibility (CSR) practices and competitive performance has been analyzed from a stakeholder perspective. To accomplish this task, data were collected from a sample of 150 Jabodetabek SME?s. Results showed that the development of CSR practices are not significantly influential in enhance the competitive performance, both directly and indirectly, through the ability of these organizations to manage the relational improvement their stakeholders.; In a financial economic and non financial scenario in which the organization survival of micro, small and medium enterprises (SME) are more conditioned than ever by competitive performance. This paper aims to show that the strategic incorporation of socially responsible actions, more concerned and engaged with stakeholders, contributes to improve the competitiveness of these organizations. Thus, the existence of a direct or mediated relationship between the development of Corporate Social Responsibility (CSR) practices and competitive performance has been analyzed from a stakeholder perspective. To accomplish this task, data were collected from a sample of 150 Jabodetabek SME?s. Results showed that the development of CSR practices are not significantly influential in enhance the competitive performance, both directly and indirectly, through the ability of these organizations to manage the relational improvement their stakeholders.; In a financial economic and non financial scenario in which the organization survival of micro, small and medium enterprises (SME) are more conditioned than ever by competitive performance. This paper aims to show that the strategic incorporation of socially responsible actions, more concerned and engaged with stakeholders,

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