

ABSTRACT

This study aims to examine the effect of Corporate Social Responsibility on firm financial performance with prospector strategy intensity as a moderator. The population in this study are non-financial companies listed in Indonesia Stock Exchange for the year 2014 to 2021. Purposive sampling is the sampling method used in this research. Total number of samples that fit the sample criteria and used in this study were 76 samples which were companies with a prospector strategy among the population. The data used in this study are secondary data in the form of company financial reports obtained through the official websites of each company and other financial information obtained from the Bloomberg Terminal. The process of testing the hypothesis in this study was carried out through the classical assumption test, moderated analysis regression (MRA), and hypothesis testing, namely the F test, t test, and the coefficient of determination test. The results of hypothesis testing in this study indicate that Corporate Social Responsibility has no effect on firm's financial performance. While the prospector strategy has a significant effect on firm's financial performance. The results of the hypothesis test also show that the relationship between CSR and the firm's financial performance is not moderated by the prospector strategy.

Keywords: Corporate Social Responsibility, firm financial performance, prospector strategy.

