PENGARUH CSR (CORPORATE SOCIAL RESPONSIBILITY), KEPEMILIKAN KELUARGA DAN UKURAN DEWAN TERHADAP KEBIJAKAN DIVIDEN SEBAGAI STRATEGI PERUSAHAAN KELUARGA DI INDONESIA

THE INFLUENCE OF CSR (CORPORATE SOCIAL RESPONSIBILITY), FAMILY OWNERSHIP AND BOARD SIZE ON DIVIDEND POLICY AS STRATEGY FAMILY FIRMS IN INDONESIA

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UNDERGRADUATE THESIS

Submitted as Partial Fulfillment of the Requirement for the Attainment of the Bachelor Degree of Economics in the International Program of Management and Business, Faculty of Economics and Business, University Muhammadiyah of Yogyakarta

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STATEMENT OF ORIGINALITY

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Declare that this thesis with the title: **" THE INFLUENCE OF CSR (CORPORATE SOCIAL RESPONSIBILITY), FAMILY OWNERSHIP AND BOARD SIZE ON DIVIDEND POLICY AS STRATEGY FAMILY FIRMS IN INDONESIA"** there is no work that has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge there is also no work or opinion that has been written or published by another person, except those quoted in this manuscript and mentioned in the Bibliography. Due to this fact, I am the one and only person responsible for the undergraduate thesis if there is any objection or claim from others. If it turns out that in this thesis, it is known that some works or opinions have been written or published by other people, then the writer is willing to cancel the work.

Yogyakarta, 07 June, 2024

Eka Wahyu Puspitsari

MOTTO

١١ –اَلَّذِيْنَ اٰمَنُوْا مِنْكُمْۙ وَالَّذِيْنَ اُوْتُوا الْعِلْمَ دَرَجٰتٍۗ وَاللّٰهُ بِمَا تَعْمَلُوْنَ خَبِيْرٌ

"Allah will exalt those who believe among you and those who are given knowledge by several degrees."

(Q.S. Al-Mujadalah: 11)

"An investment in knowledge always pays the best interest."

(Benjamin Franklin)

"There is nothing more beautiful than finding your course as you believe you bob aimlessly in the current. Wouldn't you know that your path was there all along, waiting for you to knock, waiting for you to become? This path does not belong to your parents, your teachers, your leaders, or your lovers. Your path is your character defining itself more and more every day like a photograph coming into focus."

(Jodie Foster)

DEDICATION PAGES

Alhamdulillahi rabbi'alamiin, Thanks to Allah SWT, the most gracious and merciful, who has given me his mercy and blessing. Sholawat and greetings to the Prophet Muhammad SAW., the great role model for humanity. With the blessing of Allah SWT, the author dedicates this simple work to his beloved people who always support this struggle. I would dedicate this undergraduate thesis to:

1. To the beloved parents, thanks for all the trust, support, prayers, and hard work that has been sacrificed so that I can get here.
2. Dr. Firman Pribadi, SE., M. Si, my supervisor, has always given me the best advice, knowledge, and time. So, I can complete this undergraduate thesis.
3. Friends in arms that the writer cannot mention one by one.
4. Thank you to all those who have helped and provided support during this lecture process until the writer could complete this thesis.

Abstract

Penelitian ini ingin menguji dampak *corporate social responsibility* (CSR), kepemilikan keluarga dan ukuran dewan perusahaan terhadap kebijakan dividen sebagai strategi perusahaan keluarga di Indonesia dengan model estimasi panel statistik. Penelitian ini menguji variabel skor tanggung jawab sosial perusahaan mempunyai pengaruh terhadap kebijakan dividen perusahaan dan mampu mengangkat citra serta memberi sinyal prospek perusahaan yang baik di pasar. Penelitian ini ingin menguji dampak tanggung jawab sosial perusahaan terhadap kebijakan dividen sebagai strategi perusahaan keluarga di Indonesia dengan model estimasi panel statistik. Penelitian ini menguji variabel skor tanggung jawab sosial perusahaan mempunyai pengaruh terhadap kebijakan dividen perusahaan dan mampu mengangkat citra serta memberi sinyal prospek perusahaan yang baik di pasar. Penelitian ini menemukan bahwa perusahaan keluarga di Indonesia sebagian besar terlibat dalam kegiatan CSR dan CSR tidak berpengaruh terhadap strategi kebijakan dividen di Indonesia. Dalam penelitian ini juga terbukti bahwa keluarga pemegang saham utama suatu perusahaan keluarga di Indonesia mempunyai peran penting dalam pengelolaan dana dividen yang dibagikan dan berdampak untuk pemegang saham minoritas. Board size tidak mempengaruhi kebijakan strategi perusahaan keluarga di Indonesia. Dikarenakan adanya pengawasan dari board size dalam perusahaan tidak membuat manajemen dapat menyelaraskan kepentingan dengan pemegang saham. disebabkan anggota board size mayoritas memiliki kecenderungan untuk berkompromi atau berpihak pada manajemen dan mengabaikan kepemilikan saham minoritas. Hasil yang menunjukkan tidak

berpengaruh, artinya mereka tidak memberikan peran yang signifikan dalam memonitoring perusahaannya untuk kebijakan yang penting.

Keywords: Corporate Social Responsibility, Family Ownership, Board Size

Abstract

This research aims to test the impact of corporate social responsibility, family ownership and boardsize on dividend policy as a strategy for family companies in Indonesia using a statistical panel estimation model. This research tests that the corporate social responsibility score variable has an influence on the company's dividend policy and is able to improve the image and signal the company's good prospects in the market. This research is based on 30 samples of companies listed on the Indonesia Stock Exchange in the 2016-2020 period. This sample selection was carried out carefully based on the measurement of family member shareholder requirements of 1% for individuals and 20% for a group. This research found that family companies in Indonesia are mostly involved in CSR activities and CSR has no influence on dividend policy strategies in Indonesia. In this research, it is also proven that families who own the ultimate shares in family companies in Indonesia have an important role in managing the dividend funds distributed and have a impact on minority shareholders. Board size does not influence the strategic policies of family companies in Indonesia. Due to the supervision of the board size in the company, management cannot align its interests with shareholders. This is because majority board size members have a tendency to compromise or side with management and ignore minority share ownership. The results show no effect, meaning they do not play a significant role in monitoring their company for important policies.

Keywords: Corporate Social Responsibility, Family Ownership, Board Size

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