



The International Conference on Small And Medium Enterprise Empowerment (ICSMEE) with the theme of “Enhancing Small Medium Enterprise Competitiveness Based on Creative Economy in Innovation Disruptions.”

Abstract No. 32

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION IN CREATING SUSTAINABLE PERFORMANCE

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ABSTRACT

Corporate social responsibility is also time to be implemented by Small Medium Enterprises (SMEs), given the sustainable performance of SMEs cannot be separated from stakeholders. The implementation of corporate social responsibility by SMEs is different from the implementation of social responsibility by large companies. The implementation of corporate social responsibility by SMEs is more inclined to concern or empathy for their stakeholders. It can be interpreted that the implementation of corporate social responsibility by SMEs is more about how to conduct business ethically. This study examines the effect of the implementation of corporate social responsibility by SMEs on the sustainable performance of SMEs. The population in this study is SMEs in Semarang City. The sampling method used was purposive random sampling. The number of samples for this study was 180. The analytical tool used is the Structural Equation Model (SEM). Research findings indicate that the implementation of corporate social responsibility by SMEs has a positive impact on sustainable performance through harmonious collaboration and reputation. SMEs that carry out corporate social responsibility well will be able to collaborate harmoniously with their stakeholders. This harmonious collaboration will enhance the reputation of SMEs which ultimately have a positive impact on sustainable performance.

Keywords : *corporate social responsibility, SMEs, harmonious collaboration, reputation, sustainable performance*