

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *corporate social responsibility* (CSR) terhadap kinerja inovasi, pengaruh CSR terhadap kinerja perusahaan, serta pengaruh kinerja inovasi terhadap kinerja perusahaan. Populasi yang dijadikan objek penelitian adalah seluruh UKM yang ada di Madura. Sampel yang digunakan dalam penelitian ini terdiri dari 100 UKM di daerah tersebut. Metode analisis data yang diterapkan dalam penelitian ini adalah Partial Least Squares (PLS). Hasil penelitian menunjukkan bahwa CSR memiliki pengaruh positif yang signifikan terhadap kinerja inovasi, CSR juga berpengaruh positif yang signifikan terhadap kinerja perusahaan, dan kinerja inovasi terbukti memiliki pengaruh positif yang signifikan terhadap kinerja perusahaan.

Kata kunci : *corporate social responsibility, inovasi, dan kinerja perusahaan*

ABSTRACT

This study aims to examine the effect of corporate social responsibility (CSR) on innovation performance, the effect of CSR on company performance, and the effect of innovation performance on company performance. The population used as the object of research is all SMEs in Madura. The sample used in this study consisted of 100 SMEs in the area. The data analysis method applied in this study is Partial Least Squares (PLS). The results showed that CSR has a significant positive effect on innovation performance, CSR also has a significant positive effect on company performance, innovation is proven to have a significant positive effect on company performance. and innovation has a positive effect on performance and performance. has a positive influence on performance and corporate social responsibility has a positive effect on performance through innovation.has a positive effect on performance through innovation.

Translated with DeepL.com (free version)**Keywords:** : Corporate Social Responsibility, Performance, Innovation, Small and Medium Enterprises (SMEs)