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ANALYSIS OF THE USE OF CORPORATE SOCIAL RESPONSIBILITY FUNDS ON THE PROFITABILITY OF BANKS LISTED ON THE IDX FOR THE 2017-2021 PERIOD

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Abstract

Banking has an important role in reducing economic inequality through CSR practices. Although initially reluctant, banks eventually became involved in CSR due to competition and the need to gain community support. CSR has a positive impact on banks' financial performance, including ROA, ROE, and EPS, which are important indicators in evaluating a bank's financial performance. There are different research results, some papers have the result that CSR funds have no effect on profitability, and some vice versa. To my knowledge, this CSR research uses two banks, which no one has used in previous studies. Data analysis was performed using multiple linear regression and hypothesis testing using t-statistical and F-statistical testing techniques to be analyzed using SPSS applications. From the results obtained, there are results which indicate that Corporate Social Responsibility (CSR) funds have a significant effect on ROA, ROE and EPS. The conclusion that can be drawn is that the Corporate Social Responsibility (CSR) Budget has a significant effect on Profitability with variables ROA, ROE and EPS in Banks listed on the IDX for the period 2017 – 2021.

KEYWORDS:

Earning Per Share (EPS),Corporate Social Responsibility (CSR), Profitabilitas , Return on Asset (ROA), Return on Equity (ROE)

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INTRODUCTION

Banking as a financial institution has an important role in the economy and reduces economic inequality (Santoso, 2017; Stiglitz & Gordon, 2019), where banking has obligations not only to shareholders, but also to various stakeholders in society such as communities, employees and institutions. government (Akkucuk, 2015), this is very important for banks to carry out their obligations because they can help the environment and society, not just to make a profit (Wae Yee, 2012), we know this term as Corporate Social Responsibility (CSR). Typically, companies have no desire to engage in CSR activities. However, due to competition and the need to obtain cooperation from community members, they end up engaging in various forms of CSR (Joy et al., 2022). CSR is closely related to a company's financial performance because companies that have more resources can support social activities, The management system and management functions cannot be separated from the implementation of CSR (Krisnawati et al., 2018). Conversely, companies with strong CSR tend to achieve better financial performance. Therefore, CSR is considered a competitive advantage factor for companies (Coelho et al., 2023).

Financial performance reflects the stability and financial condition of the company. This includes how efficiently a company utilizes its assets to generate revenue, the company's reputation, and its capacity to repay debt (Xue et al., 2020). In an effort to measure the impact of CSR funds on banking financial performance, it is important to understand how banking profitability plays a role in this context, profitability refers to how much money a company can generate using available resources (Kisavi et al., 2015), Profitability aims to measure a company's sales activities to gain profits. High profitability shows that the company's financial performance is also high so that the company is able to attract investors to invest capital in the company. Profitability is an important indicator in evaluating a bank's financial performance, where profitability is seen from ROA, ROE and EPS (Noor & Ahmad, 2012; Mega, Zahroh & Dzulkirom, 2016). In addition, previous research also shows that effective CSR can help banks improve their image in the eyes of the public, reduce reputational risks, and increase customer trust, all of which have a positive impact on overall financial performance (Contini et al., 2021).Furthermore, ROA defines the company's profits that will return to company management, the ratio indicates how well the company controls expenses and asset efficiency to generate sales (Titman, Keown & Martin, 2016), while ROE is the level of profitability associated with own capital (Prihadi, 2019), ROE measures the extent to which the company uses resources to be able to provide return on equity, The research also highlights that CSR has a positive impact on financial performance indicators

such as ROA, ROE, and EPS, although the impact varies on each of these indicators, ROA has a significant impact on CSR but EPS does not have a significant impact on CSR, increased contribution to CSR can have a positive impact on the company's financial performance, and vice versa, the results of the study also indicate that CSR contributions by companies are trending Increased. Therefore, this study will look at the effect of CSR funds on profitability (Tyagi & Nagarajachari, 2021).

Literature Review

CSR can be defined as a step that focuses on how to treat parties related to a company or institution ethically or responsibility (Sheehy, 2015), CSR is also a company's effort to implement policies and practices to advance social and environmental good beyond corporate interests. (Abiola & Owolabi, 2023).

CSR is also a commitment of a business to contribute to sustainable economic development, working together with employees, their families, local communities, and society in general to improve the quality of life (Lins et al., 2017). CSR is important in business because it affects a company's relationship with employees, the environment, and shareholders. It also supports sustainable development, and the success of CSR depends on good implementation and reporting. (Fet &; Knudson, 2017)

Financial management is a managerial activity that includes planning and controlling the company's financial resources, this activity is carried out by the company to optimize the use of funds in the company's operations, financial management allows the organization to plan, use projects, future financial realization of capital, assets, and goods needed to maximize investment (Pandey, 2013)(Block et al., 2019)(Grozdanovska et al., 2017)returns, financial performance will improve further as the profitability ratio gets higher, and along with that, investor interest and confidence to make investments also increases.

The profitability ratio is how the company's ability to generate profits during a certain period. The high and low profit of the company is an important factor for the company. With the profitability ratio, we can find out the size of the company's profit obtained by looking at the company's financial statements Munawir (2014).

Method, Data, and Analysis

Population is a generalized area consisting of objects / subjects that have certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions. In this study using a population of 86 banks in Indonesia, with the sampling technique used in this study is by using Purposive Sampling, with criteria that are not Sharia banks and have complete data,

therefore 12 banks were obtained in accordance with the criteria that have been set, namely PT. Bank Mandiri (Persero) Tbk, PT. Bank Central Asia Tbk, PT. Bank Rakyat Indonesia Tbk, PT. Bank CIMB Niaga Tbk, PT. Bank Tabungan Negara Tbk, PT. Bank Mega Tbk, PT. Bank OCBC NISP Tbk, PT. BankMaybank Indonesia Tbk, PT. Bank BTPN Tbk, PT. Bank Negara Indonesia (Persero) Tbk, PT. Bank Jawa Barat and Banten Tbk, and PT. Bank Jawa Timur Tbk. Sugiyono (2019)
The data used in this study uses secondary data, obtained from banking financial statements and also banking sustainability reports for the 2017-2021 period, as well as data from previous libraries, journals, and research. The data that has been collected will be analyzed using the SPSS Windows version 25.0 application which will perform Descriptive Statistical Analysis tests, Classical Assumption Tests, simple Linear Regression Analysis, Hypothesis Test (T test), and Coefficient of Determination, with the following hypotheses:

Based on the results of previous research, it was revealed that not all use of CSR funds did not affect the ROA of the bank. As in the research conducted by producing that CSR has an effect on ROA, (Kamatra & Kartikaningdyah, 2015; Chowdhury & Nehal, 2020)but there are previous research results that are contradictory, namely in research, so it can be concluded that the first hypothesis model in this study is:(Yuliana et al., 2020)

H1 = CSR funds have a significant effect on ROA

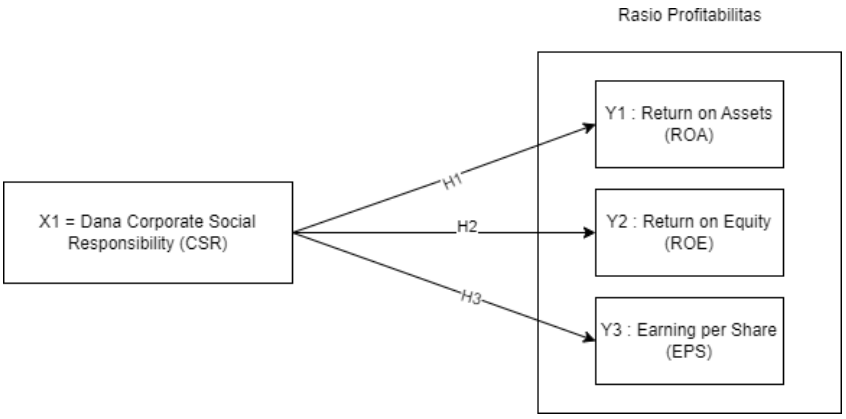
Based on the results of previous research, it was revealed that not all use of CSR funds affects the ROE of the bank. As in the research conducted by (Kamatra & Kartikaningdyah, 2015; Yuliana et al., 2020)those who get the results that CSR does not affect ROE, but there are conflicting results, namely in the research that (Chowdhury &; Nehal, 2020) produces that CSR funds have an effect on ROE, so it can be concluded that the second hypothesis model in this study is:

H2 = CSR funds have a significant effect on ROE

Based on the results of previous research, it was revealed that not all use of CSR funds affected the EPS of the bank. As in the research conducted by getting the results that CSR does not affect EPS, but there is a contrary study, namely in research that (Kamatra & Kartikaningdyah, 2015; Yaparto et al., 2013) gets the results that CSR funds affect EPS, (Chowdhury &; Nehal, 2020)so it can be concluded that the third hypothesis model in this study is:

H3 = CSR funds have a significant effect on EPS

Figure 1. Research of Framework



Data

1.1.1. Descriptive Statistical Analysis

Descriptive statistical analysis is used to provide information about existing data without testing hypotheses, and its purpose is to explain the conditions and characteristics of the data by presenting and considering such data, aiming to describe how the research sample data behaves and is distributed by observing the lowest value, highest value, mean value, and standard deviation of each independent variable and dependent variable.(Yudha et al., 2023)Muchson. M, (2017)

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CSR	60	2.431	270.46	71.277	67.3642
ROA	60	0.13	4.22	2.233	0.9256
ROE	60	1.00	23.49	13.45	5.0576
EPS	60	16.62	824.96	230.769	188.102

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Table 1, the descriptive statistical analysis in this study uses banking data for the last 5 years, namely during 2017-2021, namely CSR, ROA, ROE, and EPS funds. The average CSR funds issued by 12 banks have a value of Rp 70 billion. The highest CSR fund issued by banks was in 2021 by PT. Bank Rakyat Indonesia (Persero) Tbk amounted to Rp 270.46 billion, while the lowest CSR fund allocated by 12 banks for this activity was PT. Bank OCBC NISP in 2018 amounted to Rp 2.43 billion. The standard deviation from 12 Banking CSR funds in the last 5 years is Rp 67 billion.

In the Y1 variable, namely financial performance through profitability calculated by ROA, it has an average value of 2.233%, while the highest value obtained from the ROA ratio in 12 Banks

worth 4.22% is found at Mega bank in 2021. Furthermore, the minimum value obtained from the calculation of ROA of 1.98% is found at Bank BTN in 2019. The standard deviation found by 12 banks is seen from the ROA ratio or Return on Assets of 0.9256, meaning that the distribution of value from the ROA of 12 banks in the last 5 years is 0.9256%.

The Y2 variable is financial performance through profitability calculated by the ROE ratio during 2017- 2021. The average ROE obtained by 12 banks was 13.45%. Meanwhile, the highest value of the ROE ratio that has been calculated at 23.49% is found at MEGA bank in 2021. In addition, the lowest value or minimum value of the ROE calculation obtained by banks is 1.00% found at BTN banks in 2019. Meanwhile, the value of the standard deviation obtained from comparative data on net profit and equity of banks during 2017-2020 was 5.05756, meaning that the distribution of data related to banking ROE was 5.0576%.

In the Y3 variable, namely financial performance through profitability calculated by EPS obtained a mean value of 230,769. This means that the average net profit per share that can be obtained over the last 5 years by 12 banks is IDR 230,769/share share. The highest EPS obtained by banks is IDR 824,96/ shares are contained in BNI bank in 2019. Meanwhile, the lowest EPS or minimum obtained by 12 banks for the last 5 years was found at Maybank Indonesia bank in 2020 at IDR 16,62/share share. The standard deviation or distribution of value from EPS of the last 12 banks for the last 5 years is obtained at Rp 188,102/share share.

1.1.2. Classical Assumption Test

a) Normality Test

The normality test is used to evaluate whether in a regression model, the distribution of the independent variable and the dependent variable, or both have a normal or abnormal distribution, to find out whether a regression model is normally distributed or not, it must first be processed on the data obtained. For the Kolmogorov Smirnov test (K-S) according to can be done by making the following hypothesis:Ghozali (2016)(Fahmeyzan et al., 2018)Ghozali (2016)

Asymp. Sig > 0.05; hence the data is normally distributed Asymp. Sig < 0.05; then the data is abnormally distributed

Table 2. Banking Profitability Normality Test

	Kolmogorov-Smirnova		
	Statistic	df	Itself.
Data ROA	.091	60	.200
Data ROE	.117	60	.200
Data EPS	.190	60	.000

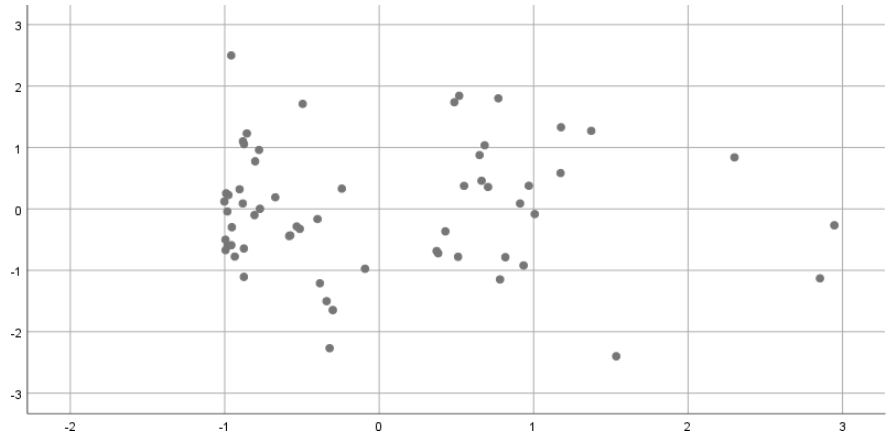
Source: Data processed by IBM SPSS Statistics 25, 2023

Based on Table 2 it can be seen that the Kolmogorov-Smirnov results from CSR data on ROA, where the statistical test indicated 0.091 and obtained a Sig value of 0.200, so it can be concluded that the data is normally distributed, while the Kolmogorov-Smirnov results from CSR data on ROE, where the statistical test indicated 0.117 and obtained a Sig value of 0.200, it can be concluded that the data is normally distributed, and for Kolmogorov-Smirnov results from CSR data on EPS, where the statistical value is indicated to be 0.190 and obtained a Sig value of 0.000 so that it can be concluded that the data is abnormally distributed.

b) Heteroscedasticity Test

To detect heteroscedasticity in a regression model, namely by looking at the plot graph between ZPRED and its residual SRESID, if in the graph there are points that form a pattern then heteroscedasticity occurs, but if these points form an unclear pattern as well as spreading points above and below the number 0 on the Y axis, then heteroscedasticity does not occur.Ghozali (2016)

Figure 2. Scatterplot variabel ROA

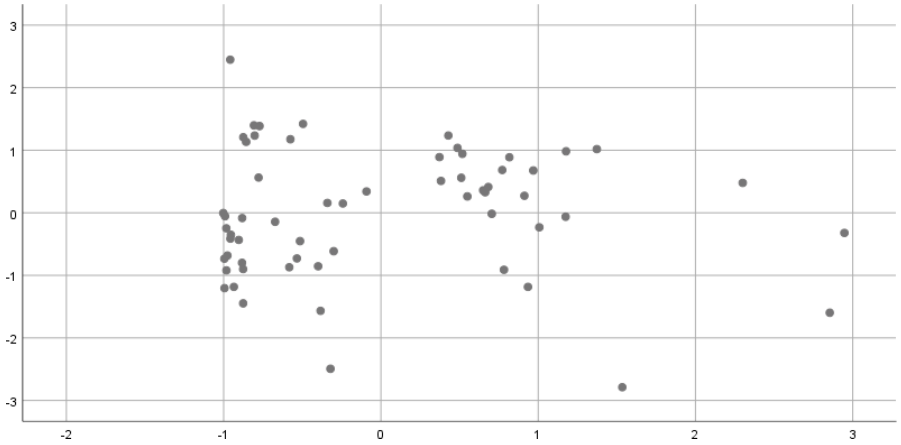


Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Figure 2 which shows the distribution of plot data on variable Y used in variable ROA. And each picture shows that it does not form a regular pattern and also the points in the three

images spread above and below the number 0 on the Y axis.

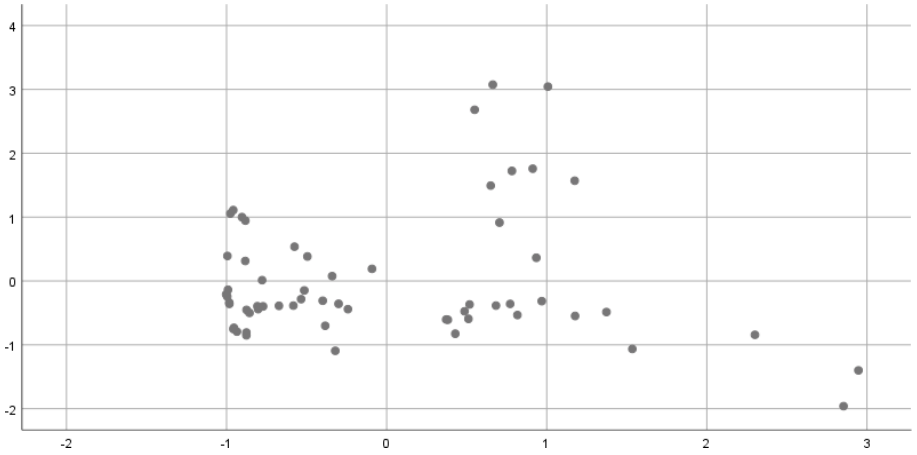
Figure 3. Scatterplot variabel ROE



Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Figure 3 which shows the distribution of plot data on variable Y used in variable ROE. And each picture shows that it does not form a regular pattern and also the points in the three images spread above and below the number 0 on the Y axis.

Figure 4. Scatterplot variabel EPS



Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Figure 4 which shows the distribution of plot data on variable Y used in the EPS variable. And each picture shows that it does not form a regular pattern and also the points in the three images spread above and below the number 0 on the Y axis.

c) Autocorrelation Test

Autocorrelation can arise because of the relationship between sequential observations

throughout the time period, this problem arises when there is a residual dependencebetween one observation and another observation, autocorrelation tests can be done by doing a Run Test, then for the decision rules are as follows:Ghozali (2016)

Significance value < 0.05; Then there are symptoms of autocorrelation

Significance value > 0.05; then there are no symptoms of autocorrelation

Table 3. Banking ROA Profitability Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.259	.067	.051	.9017	.845

b. Dependent Variable: Data ROA

Source: Data processed by IBM SPSS Statistics 25, 2023.

In table 3 of the summary model, it is recorded that Durbin-Watson (DW) has a value of 0.845 which is not between 1.4754 and 1.5660 so it can be concluded that there is no autocorrelation for the Profitability variable calculated by ROA

Table.4 Banking ROE Profitability Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.325	.105	.090	4.8244	1.030

b. Dependent Variable: Data ROE

Source: Data processed by IBM SPSS Statistics 25, 2023.

In table 4 of the summary model, it is recorded that Durbin-Watson has a value of 1.030 which is not between 1.4754 and 1.5660 so it can be concluded that there is no autocorrelation for the Profitability variable calculated by ROE.

Table.5 Banking EPS Profitability Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.426	.181	.167	171.653	.980

b. Dependent Variable: Data EPS

Source: Data processed by IBM SPSS Statistics 25, 2023.

In table 5 of the summary model, it is recorded that Durbin-Watson has a value of 0.980 which is not between 1.4754 and 1.5660 so it can be concluded that there is no autocorrelation for the Profitability variable calculated by EPS.

1.1.3. Simple Linear Regression Analysis

Simple linear regression analysis is a statistical technique used to estimate whether one Sekaran & Candle (2016) independent variable affects the dependent variable, in this simple linear regression, the independent variable used is CSR.

Table.6 Results of Banking ROA Linear Regression Analysis

Model		Unstandardized B	Coefficients Std. Error
1	(Constant)	1.984	.169
	Data CSR	.004	.002

a. Dependent Variable: Data ROA

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on the results of the simple regression linear analysis above, the following equation is obtained: Y = 1.984 + 0.004X

Where:

Y = Return on Assets

(ROA) X = Dana CSR

The regression coefficient based on the above equation shows that:

The constant value is 1.984, it shows that if the coefficient of CSR Fund is 0, then the coefficient of the ROA Variable is 1.984. The value of the coefficient of variable X is CSR Fund of 0.004. This shows that CSR funds issued by banks have a direct relationship with ROA, so that if CSR funds increase by 1 unit, the coefficient of ROA ratio will increase by 0.004.

Table.7 Results of Banking ROE Linear Regression Analysis

Model		Unstandardized B	Coefficients Std. Error
1	(Constant)	11.743	.902
	Data CSR	.024	.009

a. Dependent Variable: Data ROE

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on the results of the simple regression linear analysis above, the following equation is obtained: Y = 11.743 + 0.024X

Where:

Y = Return on Equity

(ROE) X = Dana CSR

The regression coefficient based on the above equation shows that:

The constant value is 11,743, this shows that if the coefficient of CSR Fund is 0, then the coefficient of the ROE Variable is 11,743. The value of the coefficient of variable X is CSR Fund of 0.024. This shows

that CSR funds issued by banks have a direct relationship with ROA, so that if CSR funds increase by 1 unit, the coefficient of ROA ratio will increase by 0.024.

Table.8 Results of Banking EPS Linear Regression Analysis

Model		Unstandardized B	Coefficients Std. Error
1	(Constant)	147.600	32.085
	Data CSR	1.180	.329

a. Dependent Variable: Data EPS

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on the results of the simple regression linear analysis above, the following equation is obtained: Y = 147,600 + 1,180X

Where:

Y = Return on Assets

(ROA) X = CSR Fund

The regression coefficient based on the above equation shows that:

The constant value is 147,600, it shows that if the coefficient of CSR Fund is 0, then the coefficient of EPS Variable is 147,600. The value of the coefficient of variable X is CSR Fund of 1,180. This shows that CSR funds issued by banks do not have a direct relationship with ROA, so if CSR funds increase by 1 unit, the coefficient of ROA ratio will increase by 1,180.

1.1.4. Test the hypothesis

a) T Test

The T test is carried out to find out whether hypothesis testing is considered to have a level of significance when the value of T-statistics exceeds 1.96, while if the value of T-statistics is less than 1.96 then it is considered not to have a sufficient level of significance, in this study, the formulation of the hypothesis for the t test is as follows:(Ghozali, 2016)

H01 = CSR funds have no significant effect on ROA Ha1 = CSR funds have a significant effect on ROA H02 = CSR funds have no significant effect on ROE Ha2 = CSR funds have a significant effect on ROE H03 = CSR funds have no significant effect on EPS Ha3 = CSR funds have a significant effect on EPS

For rules in decision making, if the value of significance < 0.05 then the independent

variable affects the dependent variable partially, the decision rules for the t test are as follows:(Ghozali, 2016)

The value of t is calculated > the value of t of the table then X has a partial effect on Y The value of t is calculated < the value of t in the table then X has no partial effect on Y

Table 9. T Test Results Against ROA

Variable	Coefficients Std. Error	Standardized Coefficients Beta	t	Itself.
Constant	0.169		11.773	.000
Dana_CSR	0.002	0.259	2.043	.046

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on table 9 of the results of the independent variable t test on ROA, the following conclusions can be drawn:

The first hypothesis Ha1 was accepted, namely that CSR Funds had a significant effect on ROA, while H01 was rejected because it was based on the values in the table from the data that had been processed, and obtained the significance value of CSR Funds of 0.046 < 0.05 with a calculated t value of 2,043 > 2,000. So it can be concluded from testing this first hypothesis that CSR has a significant effect on the ROA of 12 banks listed on the IDX for the period 2017 - 2021.

Table 10. T Test Results Against ROE

Variable	Coefficients Std. Error	Standardized Coefficients Beta	t	Itself.
Constant	.902		13.022	.000
Dana_CSR	.009	.325	2.615	.011

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on table 10 of the results of the independent variable t test on ROE, the following conclusions can be drawn:

The first hypothesis of Ha2 was accepted, namely that CSR Funds had a significant effect on ROE, while H02 was rejected because it was based on the value in the table from the processed data, and obtained the significance value of CSR Funds of 0.011 < 0.05 with a calculated t value of 2,615

> 2,000. So it can be concluded from testing this second hypothesis that CSR has a significant effect on the ROE of 12 banks listed on the IDX for the period 2017 - 2021.

Table 11. T Test Results Against EPS

Variable	Coefficients Std. Error	Standardized Coefficients Beta	t	Itself.
Constant	32.085		4.600	.000
Dana_CSR	.329	.426	3.585	.001

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on table 11 of the results of the independent variable t test on EPS, the following conclusions can be drawn:

The first hypothesis of Ha3 was accepted, namely that CSR Funds had a significant effect on EPS, while H03 was rejected because it was based on the values in the table from the data that had been processed, and obtained the significance value of CSR Funds of 0.001 < 0.05 with calculated t values of 3,585 > 2,000. So it can be concluded from testing this third hypothesis that CSR has a significant effect on the EPS of 12 Banks listed on the IDX for the period 2017 - 2021.

1.1.5. Coefficient of Determination

The coefficient of determination is used to determine the proportion of the influence of all independent variables on the dependent variable (Bahari, 2018: 192), the coefficient of determination test itself will produce a number between 0-1, if the greater the value of R2, which is closer to number 1 (one), it means that the regression model presented is better and more precise, this is because the data and information presented tend to be comprehensive and can represent independent variables so that they can be used to do forecasting against the dependent variable, while if the value of the coefficient of determination is getting smaller, then the data obtained tends to be limited so that the regression model presented is less appropriate if used to do forecasting, the results of the R^2 value that has been obtained first are changed in the form of percent (%) (Bahari, 2018: 192).

Table 12. Results of Coefficient of Determination on ROA

R	R Square	Adjusted R Square	Std. Error of the Estimate
.259	.067	.051	.9017

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Table 12 above, it shows that the R Square value is 0.067 which means that 6.71% of the variables are independent to explain the influence on the ROA variable, while the rest are influenced by variables that are not measured in this study.

Table 13. Results of Coefficient of Determination on ROE

R	R Square	Adjusted R Square	Std. Error of the Estimate
.325	.105	.090	4.8245

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Table 13 above, it shows that the R Square value is 0.105 which means that 10.54% of the variables are independent to explain the influence on the ROE variable, while the rest are influenced by variables that are not measured in this study.

Table 14. Results of the Coefficient of Determination on EPS

R	R Square	Adjusted R Square	Std. Error of the Estimate
.426	.181	.167	171.654

Source: Data processed by IBM SPSS Statistics 25, 2023.

Based on Table 14 above shows that the R Square value is 0.181 which means that 18.1% of the variables are independent to explain the influence on the ROE variable, while the rest are influenced by variables that are not measured in this study.

Result and Discussion

From the results obtained, there are results where it is indicated that Corporate Social Responsibility (CSR) funds have a significant effect on ROA obtained from the results of the t test with significance results of 0.046 < 0.05, in the significance test of the Corporate Social Responsibility (CSR) variable on the ROE variable it is also indicated that the variable has a significant effect with a significance value of

0.011 < 0.05, The significance test of CSR variables on EPS variables has a significance of 0.001 < 0.05 so that it is also indicated to have a significant influence on the dependent variable. So

based on the statement above, it can be said that Corporate Social Responsibility funds have a significant influence on ROA, ROE, and EPS variables. This fact is consistent with the results of research conducted by Chowdhury & Nehal, 2020 resulting that CSR funds allocated through donations have a positive and significant influence on banking financial performance in 2012-2016. In general, banks have CSR programs which are financed by CSR funds so that logically it can reduce the wealth of shareholders, so

it can be said that related practices have a direct influence on banking profits which is also the cause of significant increases in ROA value. (Yaparto et al., 2013)

Conclusion and Suggestion

Based on the results of the research that has been conducted, the conclusion that can be drawn is that the Corporate Social Responsibility (CSR) Budget has a significant effect on Profitability with variables ROA, ROE and EPS in Banks listed on the IDX for the period 2017 – 2021.

Advice for banks, banks are expected to be more transparent in reporting their CSR practices in their annual reports as well as in their sustainability reports. For banks, they should view CSR activities not as a cost but as a strategy to minimize risk and increase profits. Based on the results of research that has been done for future researchers, it is recommended to add other independent variables such as Fintech so that they can contribute to a more comprehensive research. For further researchers, it is recommended to interview with people who use the bank, so that there is a relationship between the use of CSR on the image of the bank in the eyes of the public, and for further researchers it is expected to add other dependent variables so that the data processed is normal.

COMPETING INTERESTS

The authors have no competing interests to declare.

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