

ABSTRACT

THE INFLUENCE OF CREATING SHARED VALUE ON PERFORMANCE ASSESSMENT AND ITS IMPACT ON COMPANY REPUTATION OF NESTLÉ S.A

By:

**Vian Alfian Kusmana
203402166**

Under the guidance of:

**Vivi Indah Bintari
Edy Suroso**

The purpose of this research is to determine and analyze the effect of creating shared value on company reputation with company performance assessment as a mediating variable in the Nestlé company. The type of research used in this research is causal quantitative research. The company that will be used as the target population is the multinational company in the food and beverage industry sector Nestlé S.A. The report consists of an annual review, corporate governance and compensation reports, financial statements, and creating shared value and sustainability report from 2018 to 2023 and the analytical method used in this research is Intervening Regression analysis. Based on the research results, it is known that there is an influence of Creating Shared Value (CSV) on company performance assessment, there is an influence of Creating Shared Value (CSV) on company reputation, there is an influence of company performance assessment on company reputation and company performance assessment is able to mediate the effect of Creating Shared Value on Reputation Company.

Keywords: *Creating Shared Value, Company Reputation, Company Performance Assessment*

ABSTRAK

PENGARUH *CREATING SHARED VALUE* TERHADAP PENILAIAN KINERJA DAN DAMPAKNYA PADA REPUTASI PERUSAHAAN NESTLÉ S.A

Oleh:

Vian Alfian Kusmana
203402166

Di bawah bimbingan:

Vivi Indah Bintari
Edy Suroso

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis Pengaruh *Creating Shared Value* terhadap Reputasi Perusahaan dengan Penilaian Kinerja Perusahaan sebagai Variabel Mediasi Pada Perusahaan Nestlé. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif kausal. Perusahaan yang akan digunakan sebagai populasi sasaran adalah perusahaan multinasional sektor industri makanan dan minuman Nestlé S.A. Laporan tersebut terdiri dari *annual review*, *corporate governance* and *compensation reports*, *financial statements*, dan *creating shared value and sustainability report* pada tahun 2018 hingga 2023 dan metode analisis yang digunakan dalam penelitian ini adalah analisis Regresi Intervening. Berdasarkan hasil penelitian diketahui bahwa terdapat pengaruh *Creating Shared Value* (CSV) terhadap penilaian kinerja perusahaan, terdapat pengaruh *Creating Shared Value* (CSV) terhadap reputasi perusahaan, terdapat pengaruh penilaian kinerja perusahaan terhadap reputasi perusahaan dan penilaian kinerja perusahaan mampu memediasi Pengaruh *Creating Shared Value* terhadap Reputasi Perusahaan.

Kata kunci: *Creating Shared Value*, Reputasi Perusahaan, Penilaian Kinerja Perusahaan