

Influence of CEO Characteristics to Firm Performance with CSR as A Mediation Variable.

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- **Abstract:** This study aims to identify and analyze the influence CEO's characteristics on firm performance that are mediated by Corporate Social Responsibility (CSR). The variables used are CEO's gender, CEO's age, CEO's tenure, CSR and Return on Asset (ROA). This study uses secondary data to test the existing hypothesis and analyzed using structural equation modeling (SEM). A total of 117 companies were sampled in this study. The data were analyzed using descriptive statistical analysis, validity test, and reliability test using WarpPLS 6.0 application. The results of this study indicate that CSR does not mediate the CEO's characteristics on firm performance. This study uses CSR as a mediating variable and the measurement of CSR using the GRI G4 Standard. The results of this study indicates that CSR does not mediate the CEO's characteristics on firm performance.
- **Keywords:** secondary data, Corporate Social Responsibility, CEO's tenure