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The Effect of Corporate Social Responsibility and Good Corporate Governance Disclosure on The Reputation of Banking Companies Listed on The Indonesia Stock Exchange (IDX)

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Abstract. The purpose of the study is to provide empirical evidence regarding the influence of Corporate Social Responsibility and Good Corporate Governance Disclosure on Company Reputation. This research was conducted on banking companies listed on the Indonesia Stock Exchange (IDX) in 2020-2022. The number of samples taken was 108 observational samples, the nonprobability sampling method, especially the sampling technique, namely purposive sampling. Data collection is carried out by documentation. The analysis technique used is logistic regression analysis technique with the help of SPSS software. The results of this study show that Corporate Social Responsibility Disclosure has a positive effect on the company's reputation and Good Corporate Governance has a positive effect on the company's reputation.

Keywords: Corporate Reputation, Corporate Social Responsibility Disclosure and Good Corporate Governance

1. INTRODUCTION

Company reputation is something that needs to be considered, because reputation is an intangible asset for the company.(Nofriantari & Saraswati, 2018). Reputation is an aspect that banks must pay attention to because one of the main reasons consumers make decisions to save is the bank's reputation.(Widowati, 2018). A bad bank reputation will encourage customers to switch to another bank with a better reputation, therefore the main thing that must be considered by banking companies is customer satisfaction through good service, good business ethics and interest rates that are in accordance with market conditions. Customers who are satisfied with the service they receive will be conveyed to other customers, so that a good reputation can be created in the eyes of stakeholders. One of the things that makes a company's reputation good is seen from the awards it has won.

The Indonesia CSR Award event is a prestigious event for all corporate sectors in Indonesia. The holding of the Indonesia Corporate Social Responsibility Award event is a form of appreciation for companies that pay attention to social communities and the surrounding environment. In 2020, in the banking sector, only Bank BRI received the TOP CSR Award 2020, then experienced an increase in the banking sector in 2021, there were Bank BCA, Bank CIMB, Bank Danamon, Bank Pan Indonesia, Bank Maybank, Bank Woori Saudara, Bank Mega, Bank KB Bukopoin, Bank OCBC, Bank Sinarmas, Bank Victoria Internasional, Bank Artha Graha, Bank Ina Perdana, and Bank Oke Indonesia. Then experienced a decline in 2022, namely only Bank CIMB and Bank BRI (ICSRA).

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In the service sector, especially banking companies, it can be seen that only a few banks are actively receiving awards and even experiencing a drastic decline in 2022. This indicates that the banking sector still does not have good enough achievements related to CSR. This means that the level of CSR disclosure in the banking sector in Indonesia is still weak.

*Corporate Social Responsibility*is an effort that must be made by the company as a form of corporate responsibility to empower the community and its social environment.(Wulandari, 2012). The reason why a bank in Indonesia reports on its corporate social activities is because the bank is an institution for receiving and redistributing public funds, the bank also has ethical, social and discretionary responsibilities in order to improve the company's reputation.(Nofriantari & Saraswati, 2018)

Reputation is said to have economic value for the company. Maintaining relative advantage, the company requires commitment from the company's management to the company's reputation.(Widanaputra et al., 2018). A company's reputation is also determined by the business actor's attention to economic, social and environmental reporting.(Adi, 2016). This means that if the company does not pay attention to issues of environmental and social damage, it will result in the company's reputation declining, so that investors are reluctant to invest in the company. Investors' reluctance to invest causes the company to lose one of the sources of funding for operational activities and the company's survival.

The company's operational activities certainly have an impact on the environmental, social and economic conditions of the community, especially in the areas where the company operates.(Chetty et al., 2016). if the company's activities have an impact on the external environment, there should be an accounting policy that reports the impact caused by the company. This is called corporate social responsibility (CSR), which is a form of accountability and real steps taken by the company in contributing to society.(Hafsi & Turgut, 2013).

The business paradigm initially tended to be economically oriented, namely companies aimed to generate profits without considering the impacts caused by their business activities. Now companies are faced with demands from society that are increasingly concerned about the contribution and role of companies in preserving their environment.(Alit Ariawan & Budiasih, 2020). Companies must be more responsible by carrying out useful activities not only to maximize profits, but also to start focusing on activities that provide benefits to society and the environment.(Khasharmeh & Desoky, 2013). Corporate Social Responsibility influences consumers' perspectives, level of trust, and the loyalty they give.(Stanaland, Andrea JS, May O. Lwin and Patrick E, 2011). Although measuring the benefits of Corporate Social Responsibility is still difficult to do, it has an impact on the company's reputation.(Pérez & del Bosque, 2015).

Corporate Social Responsibility(CSR) which is currently being widely implemented by companies has uPndergone changes over time. This concept has gone through many stages before its echo is felt as it is today. CSR emphasizes that the business world is no longer just a responsibility based on a single bottom line, namely economic activities that are only reflected in financial conditions and create profits for the sake of business continuity, but are also expected to provide positive contributions to environmental and social aspects.

Companies as business entities that are oriented towards achieving maximum profit, sometimes face problems in achieving these goals. These problems usually come from internal or external companies and must be resolved immediately for the sake of the sustainability of the company itself. From internal or more commonly referred to as primary stakeholders consisting of employees, and employee families, sometimes demand that companies pay more attention to their welfare, for example increasing wages (standard wages) or the suitability of working hours with overtime pay, employee health and others. While from external or commonly known as secondary stakeholders, for example investors, the public, and the government also often demand that companies be more professional.

Currently, companies are not only required to seek profit, but must also pay attention to social responsibility in society. In terms of economy, companies are expected to get the highest possible profit. But in terms of social aspects, companies must make direct contributions to society and their environment through CSR programs. The implementation of CSR by a company also has a positive impact on the company itself, including boosting the company's reputation in the eyes of the public. As has been stated byYusrilianda, (2015)in his research on "Measuring the Influence of CSR Programs on the Corporate Image of Bank BJB (Study on the realization of CSR programs through the provision of assistance for waste biodigester machines in 2013 in Babakan Sari Village, Kiaracondong District, Bandung)" where based on the results of the study showed that the realization of CSR programs had a positive effect on the company's image. In addition, in the research that has been conducted byMuhadjir, (2011)about the influence of the implementation of corporate social responsibility on the perception of Bank customers and its impact on Corporate Image, where the results state that CSR has an influence on Corporate Image directly and indirectly through customer perception. Different research conducted by Tumanggor (2022) corporate social responsibility disclosure has no effect on the company's reputation.

CSR disclosure is also one of the common ways to attract public sympathy, the ultimate goal of which is to improve the company's reputation, which has an impact on current and future existence. Through the application of this concept, both parties (companies and social communities) are expected to get a better relationship. This good company relationship is not only that, there is also a relationship between the company and stakeholders to provide valueto achieve long-term company goals and performance monitoring.

Companies in trying to achieve a goal can be done by giving authority to management to manage a company. In this case, management acts as an agent and shareholders act as principals. Therefore, shareholders appoint a manager to use their services on behalf of shareholders, then there is a possibility that a problem will arise. Agency theory states that the emergence of a conflict of interest, namely the difference in interests between the manager as an agent with the authority they have, can act for their personal interests and sacrifice the interests of the principal.(Jensen & Meckling, 1976). Based on these differences in interests, an effort is needed to align these differences with good corporate governance (GCG).

Implementation of good corporate governance (GCG) will reduce opportunistic management actions, then produce the best and more efficient business decision-making that will protect the interests of the company's owners. Thus, company management will choose the best business strategy to increase the company's value by implementing a diversification strategy. If company management is able to carry out the right strategy to manage resources efficiently, it will be able to generate profits faster. For company management, this diversification strategy is not only a private investment but also a strategy that can increase shareholder welfare. With the addition of new business segments, organizational changes will definitely occur, such as changes in the administrative structure, organization, and internal system functions, and business management processes.(Apriyana & Rahmawati, 2017)

The implementation of GCG is expected to reduce agency problems that arise between shareholders and management by implementing the six basic principles of GCG. According toAli, (2018), Good Corporate Governance is a principle that directs and controls the company to achieve a balance between the company's strength and authority in providing accountability to shareholders. IICG (The Indonesian Institute for Corporate Governance) defines the concept of Good Corporate Governance as a system and process used by company organs as an effort to provide added value to the company continuously in the long term.

The implementation of Good Corporate Governance is an important step for companies to increase and maximize company value, encourage professional, transparent and efficient company management by improving the principles of openness, accountability, trustworthiness, responsibility and fairness so that they can fulfill their obligations properly.

The application of the principles of Good Corporate Governance in the business world is a necessity in carrying out business activities so that existing companies can continue to compete and survive in the increasingly competitive global market competition so that the company can achieve its goals. One of the goals of the company is to improve the welfare of the owners or shareholders or maximize shareholder wealth by increasing the value of the company (Brigham & Housten, 2001). Company improvement can be achieved if the company is able to operate by achieving the targeted profit by achieving the targeted profit, the company can provide dividends to shareholders.(Indarti & Lusi Extaliyus, 2013).

Managerial share ownership is defined as the proportion of common stock owned by management, which can be measured by the percentage of common stock owned by management who are actively involved in corporate decision making.(Chariri & Nur'aeni, 2010). According to agency theory, the conflict between principal and agent can be minimized by aligning the interests of the principal and agent, so that the presence of managerial share ownership can reduce the agency costs that have the potential to arise. The higher the level of managerial ownership in a company, the more the company's management will tend to try to improve performance and create optimal performance for the benefit of shareholders and for itself so that managerial ownership will affect the GCG of each company. Based on research conducted bySudirman et al., (2022)said that good corporate governance simultaneously has a significant effect on the company's reputation. Meanwhile, different research was conductedJao et al., (2023)stated that good corporate governance has no significant effect on the company's reputation.

Company value is a very fundamental factor and needs to be known by investors before deciding to invest in the company. Company value is the company's performance reflected by the stock price formed by the demand and supply of the capital market which reflects the public's assessment of the company's performance (Harmono, 2009).

Company value is a very important thing because when the company value is high, it will be accompanied by high shareholder welfare. The higher the stock price level, the higher the company value which shows the company's future prospects. Nowadays, with the increasing development of information technology, society is becoming more critical of all kinds of information concerning all company activities, including social responsibility activities carried out by the company. Given that society is increasingly aware of the importance of protecting the environment, CSR can be a way for companies to build a good reputation in society. A good assessment in society can be a good signal for the company's reputation and players in the capital market. A good signal in the capital market can increase stock prices and company value(Rohman & Rahardjo, 2017).

Profitability is the ability of a company to increase the value of the company's stakeholders, shows the profits achieved by the company, and is used to measure the company's performance (Asmawanti & Wijayanti, 2017). High profitability shows the company's ability to face the market and the company's good financial performance (Widnyana et al., 2020).

Based on the explanation above, there are things that differentiate this study from previous studies, as well as being a contribution of this study. First, this study examines the effect of corporate social responsibility and good corporate governance disclosure on the reputation of banking companies. This study uses the SRI-Kehati index as a proxy for corporate reputation. The use of the SRI-Kehati index as a proxy for the perception of corporate reputation can be said to be rarely used by previous studies in disclosing CSR. The SRI-Kehati index can measure a company's commitment to encouraging sustainable efforts and paying attention to social elements.

Then, the measurement of good corporate governance in this study is different from previous research conducted byAlkhairani et al., (2020), AndNofriantari & Saraswati, (2018)where in this study the corporate governance perception index score was used.

This study operates two control variables, namely Company Size and profitability. Previous studies only examined the influence of a number of independent variables on company reputation (for example, researchMuhadjir, (2011)And(Sudirman et al., 2022)) but they did not use control variables.

Hypothesis

A. The Influence of Corporate Social Responsibility (CSR) Disclosure on Corporate Reputation

Based on the Legitimacy Theory that focuses on the interaction between companies and society. This theory states that organizations are part of society so they must pay attention to social norms because conformity to social norms can make the company more legitimate.

Social responsibility is a business strategy in building a good reputation. Social responsibility shows its concern and responsibility towards stakeholders. This concern can make stakeholders trust the company. Stakeholders believe that the company can provide appropriate returns for them. The more disclosures of social responsibility are made, the higher the value of a company. The creation of social responsibility shows that the company meets the demands of stakeholders. The fulfillment of these demands then influences the decision of stakeholders to continue doing business with the company.

Research conducted byMukasa et al., (2015)stated that CSR activities in the proxy of charitable contributions have a positive influence on corporate reputation.Nofriantari, Aulia and Saraswati, (2018)stated that the better the CSR disclosure, the more it will tend to improve the company's reputation. Other studies also mention something similar, the wider the CSR disclosure, the better the company's reputation.(Widanaputra et al., 2018).

H1: Corporate Social Responsibility (CSR) Has a Positive Influence on Company Reputation

B. Influence*good corporate governance*(GCG) on corporate reputation

*Agency theory*is the basis used to understand the issue of Good Corporate Governance(Wiyarsi, 2012). Agency theory arises because of the frequent occurrence of information asymmetry between agents and principals. This information asymmetry arises because the information received by managers is more than the information received by shareholders. According to this theory, the relationship between agents and principals is essentially difficult to create because of conflicting interests. In relation to this, there needs to be good corporate governance or also called Good Corporate Governance which must be implemented by the company.

According to the Forum for Corporate Governance in Indonesia (2001), Corporate governance is a system that controls the relationship between internal and external parties regarding the clarity of the rights and obligations of the parties concerned. GCG is a system that directs and controls the company and is used by company organs to provide value to stakeholders to achieve long-term company goals and performance monitoring. GCG is a very important component to increase the competitiveness of companies in today's business environment.

Research conducted byNofriantari, Aulia and Saraswati, (2018)states that the better the GCG disclosure, the more likely it is to improve the company's reputation. Other research states that*Good Corporate Governance*(GCG)significantly positively influence the company's reputation. The more appropriate the governance*Good Corporate Governance*(GCG)in the company it will tend to improve the company's reputation(Kapita & Suardana, 2018). Other research saysCompanies that implement Good Corporate Governance (GCG) will improve the company's image.(Sutedi, 2011).as forthe results of other studies state that there are direct implications for the management of mechanisms*Good Corporate Governance*(GCG)by shareholders who must consider their role in creating and maintaining corporate reputation. The study explains the need for Better Corporate Governance to improve Corporate Reputation. The main reason this study shows the impact of corporate governance affects the development of corporate reputation.(Aggarwal, 2013).

H2: *Good Corporate Governance*(GCG) Has a Positive Influence on Company Reputation.

2. RESEARCH METHODS

The research design used in this study is a causal associative research design. Associative causality is a study that aims to determine the relationship between two or more variables. The associative research design in this study is used to analyze the effect of Corporate Social Responsibility disclosure (X1) and*Good Corporate Governance*(X2)on Company Reputation (Y).The location of this research was carried out at banking companies listed on the Indonesia Stock Exchange (IDX) for the 2020-2022 period which can be accessed on the websiteswww.idx.co.id. This study chose the banking sector as the research location because this sector has an important role for sustainable Indonesian economic growth and companies that have intangible assets.can increase the company's market share.

The data collection method in this study is the documentation method. The documentation in this study is in the form of annual reports and sustainability reports of banking companies listed on the Indonesia Stock Exchange (IDX) 2022 which can be accessed on the IDX website (www.idx.co.id) and the websites of each company.

The data analysis technique used is descriptive statistical testing followed by logistic regression analysis aimed at answering the problem formulation or testing the hypothesis formulated in the proposal and hypothesis testing. Because the data is quantitative, the data analysis technique uses statistical methods that are already available.(Gendro & Aulya, 2022).

3. RESEARCH RESULTS AND DISCUSSION

A. Research result

The research results present the sample determination process, description of research variables, and the results of data analysis that has been carried out.

B. Sampling process

This study was conducted on banking companies listed on the Indonesia Stock Exchange without visiting the company. The research data was collected by accessing the official website of the Indonesia Stock Exchange (www.idx.co.id) and the official websites of banking companies listed on the IDX. The population in this study were all banking companies listed on the Indonesia Stock Exchange (IDX) for the period 2020-2022. The population was then selected using a non-probability sampling method with a purposive sampling technique, namely a sampling technique with certain considerations. Based on these criteria, a research sample of 108 was obtained. The results of the descriptive statistical analysis can be seen in Table 1.

Table 1. Sample Selection Process

No.	Information	2020	2021	2022	Amount
a.	Banking companies listed on the IDX for the period 2020-2022	46	46	46	138
b.	Banking companies that do not publish sustainability reports	(14)	(10)	(6)	(30)
Number of companies sampled					108

Source: Processed data, 2024

C. Description of Research Variables

Descriptive statistics provide an overview or description of data seen from the average value (mean), maximum, minimum, standard deviation, sum, range.(Ghozali, 2006). Statistical analysis in this study will only look at the average value (mean), standard deviation, maximum, and minimum of the research variables using SPSS software as a tool used to test the data. The descriptive results of the data for each variable according to SPSS calculations can be seen in Table 2 below:

Table 2. Descriptive Statistical Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Company Reputation	108	0	1	0.86	0.347
CSR	108	0.10	0.68	0.3196	0.10353
GCG	108	0	3	0.44	1,053
Company values	108	26.72	35.17	31,5654	1.97690
Profitability	108	-0.15	0.08	0.0041	0.02865
Valid N (listwise)	108				

Source: Processed data, 2024

Based on the results of the descriptive statistical test in Table 2, it is known that the number of valid data to be processed in the study (N) is 108 samples. Furthermore, the results of the descriptive statistical test can be explained as follows.

1) The CSR variable has a minimum value of 0.10 and a maximum value of 0.68 with an average value of 0.3196 and a standard deviation of 0.10353.

2) The GCG variable has a minimum value of 0 and a maximum value of 3 with an average value of 0.44 and a standard deviation of 1.053.
3) The Company Size variable has a minimum value of 26.72 and a maximum value of 35.17 with an average value of 31.5654 and a standard deviation of 1.97690.
4) The Profitability variable has a minimum value of -0.15 and a maximum value of 0.08 with an average value of 0.0041 and a standard deviation of 0.02865.
5) The Corporate Reputation variable has a minimum value of 0 and a maximum value of 1 with an average value of 0.86 and a standard deviation of 0.347.

D. Logistic Regression Analysis

Logistic regression analysis is used because the dependent variable in the study is a dummy variable, namely the Company registered with SRI-Kehati. The following are the stages of the results of the logistic regression analysis.

1) Assessing the feasibility of the regression model (Goodness Of Fit Test)

The feasibility of the regression model is assessed using the Homser and Lemeshow test. The Homser and Lemeshow test tests the null hypothesis, namely whether the empirical data fits or is in accordance with the model (there is no difference between the model and the data so that the model is said to be fit). If the probability value (P-Value) ≥ 0.05 (significance value), it means that the model is in accordance with its observation value. So that the Goodness of Fit Test is able to predict its observation value. Table 3 will present the Homser and Lemeshow test table:

Table 3. Homser and Lemeshow Test Results

Chi-square	**df**	**Sig.**
3,924	8	0.864

Source: Processed data, 2024

Based on the analysis results in Table 3, it is obtained that the value of the Homser and Lemeshow test in the first model analysis measured by the chi-square value is 3.924 with a significance value of 0.864. The test results show that the regression model has a probability value (P-Value) ≥ 0.05 (significance value). This indicates that both regression models are feasible and able to predict their observation values.

2) Assess the overall model (Overall Of Fit)

Table 4. Comparison of Initial -2LL values with Final -2LL values

-2Log initial likelihood (block number = 0)	87,035
-2Log likelihood final (block number = 1)	73,737

Source: Processed data, 2024

Based on the analysis results in Table 4, it was obtained that the initial -2 Log Likelihood (-2LL) value of the regression model was 87.035. The final -2 Log Likelihood (-2LL) value in the regression model was 73.737. Based on these results, there was a decrease in the -2 Log Likelihood (-2LL) value at the beginning and end. Thus indicating a better regression model or in other words the hypothesized model has fit the data (H0 is accepted).

3) Coefficient of Determination (Nagelkerke R Square)

Table 4. Determination Coefficient Test (Nagelkerke R Square)

-2 Log likelihood	***Cox & Snell R Square***	***Nails R Square***
73,737a	0.116	0.209

Source: Processed data, 2024

Based on the results of the analysis in Table 5, it is obtained that the value (Nagelkerke R Square) is 0.209, which means that the ability of the independent variables and control variables to explain the dependent variable is 20.9%, while the rest is explained by other variables outside of this research model. Then the value (Nagelkerke R Square).

4) Classification Matrix

Table 5. Classification Matrix

		Predicted		
		Company_Reputation		
Observed		Not Registered on SRI-Kehati	Registered with SRI-kehati	Percentage Correct
Company Reputation	Not Registered on SRI-Kehati	0	15	0
	Registered with SRI-kehati	2	91	97.8
Overall Percentage				84.3

Source: Processed data, 2024

Based on Table 6, it shows that the first regression model has a predictive power of 84.3%.

5) Logistic Regression Model

Table 6. Results of Logistic Regression Analysis

	B	SE	Wald	df	Sig.	Exp(B)
CSR	5,236	3,277	2,553	1	0.110	187,927
GCG	7,290	3661,721	0,000	1	0.998	1465,725
Company size	0.391	0.187	4,362	1	0.037	1,478
Profitability	-9,710	9,905	0.961	1	0.327	
Constant	-11,906	5,798	4,217	1	0.040	

Source: Processed data, 2024

Based on the logistic regression equation above, the influence of independent variables and control variables on dependent variables can be analyzed, including:

a) The constant in the regression is negative, meaning that the company's reputation tends to decrease if the independent variables (CSR and GCG) and control variables (Company Size and Profitability) are zero.
b) The CSR regression coefficient is positive, meaning that H1 is accepted, and its influence is significant on the company's reputation, both at the 99, 95 and 90 percent confidence levels.
c) The positive GCG regression coefficient means that H2 is accepted, and its influence is significant on the company's reputation, both at the 99, 95 or 90 percent confidence level.
d) The regression coefficient of Company Size is positive, meaning that H3 is accepted, but its influence is not significant on the company's reputation, this means that the higher the company size, the higher the possibility of getting a company's reputation. Company size does not have a significant effect, either at the 99, 95, 90 percent confidence level.
e) The negative profitability regression coefficient means that profitability tends to be followed by a decline in the company's reputation, but the reporting framework does not have a significant effect.

E. Hypothesis Test (t-Test)

Based on the logistic regression equation test in Table 6 above, the results can be interpreted as follows.

1) The first hypothesis test (H1) The CSR regression coefficient shows a positive sign with a significance level of 0.110 - which is greater than 0.100. Based on the test results, it can be concluded that H1 which states that CSR has a positive effect on Corporate Reputation is accepted.
2) Testing the second hypothesis (H2) The GCG regression coefficient shows a positive sign with a significance level of 0.998 - which is greater than 0.100. Based on the test results, it can be concluded that H2 which states that GCG has a positive effect on the company's reputation is accepted.

F. Discussion of Research Results

1) The Influence of Corporate Social Responsibility on Company Reputation

Hypothesis one (H1) states that corporate social responsibility has a positive effect on corporate reputation. The results of the analysis show that Corporate Social Responsibility has a positive effect on corporate reputation. This means that when a company communicates its CSR activities completely and accurately in the sustainability report or the company's annual report, it will gain a common understanding between the company and the public, so that it will get good output for the company, namely the creation of a good corporate reputation in the eyes of stakeholders.

Based on the legitimacy theory explaining the social contract between companies and society to gain legitimacy from society, the company's operations must be in line with the norms and provisions that apply in society. Based on this theory, public companies are encouraged to disclose CSR.

The results of the study said thatCorporate Social Responsibility has an effect on Company Reputation supporting previous research from Widanaputra et al. (2018), Afifah et al. (2017), Sugiarti (2015), Robert et al (2023), Arief et al. (2020),Nofriantari & Saraswati, (2018),Sudirman et al. (2022).

2) The Influence of Good Corporate Governance on Company Reputation

Hypothesis two (H2) states that Good Corporate Governance has a positive effect on the Company's Reputation. The results of the analysis show that Good

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Corporate Governance has a positive effect on the Company's Reputation. This can be seen when the company has good corporate governance, then the relationship between the agent and the principal will be well established and can minimize the information asymmetry that often occurs.

Based on the agency theory, it describes the agency relationship that arises with the principal or party who gives orders by employing another person called an agent to provide a service and then delegates decision-making authority to the agent. So it can be said that when a company has implemented good corporate governance, the company's reputation will increase in the eyes of stakeholders.

The results of this study support previous research from(2018),Sudirman et al. (2022).

4. CONCLUSION

Disclosure of Corporate Social Responsibility has a positive effect on the company's reputation. This shows that when a company communicates its CSR activities completely and accurately in the company's sustainability report or annual report, it will gain a common understanding between the company and the public, so that it will get good output for the company, namely the creation of a good company reputation in the eyes of stakeholders.

*Good Corporate Governance*has a positive effect on the company's reputation. This can be seen when the company has good corporate governance, then the relationship between the agent and the principal will be well established and can minimize the information asymmetry that often occurs. So it can be said that, when the company has implemented good corporate governance, the company's reputation will increase in the eyes of stakeholders.

The control variable, namely company size, can have a positive effect on the company's reputation because large companies tend to have more stable conditions than small companies. Stable company conditions will affect the increase in the company's stock price in the capital market, so that the company is considered to have greater value and a good reputation. Company growth can also improve the company's reputation because from the investor's point of view, companies that have good growth will produce a good rate of return on invested capital and will improve the company's good reputation. Then another control variable, namely Profitability, can have a negative effect on the company's reputation.

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