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What Drives Corporate Social Responsibility Disclosure? Evidence from Indonesian Manufacturing Firms

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Abstract. Corporate social responsibility (CSR) disclosure has become an increasingly important aspect of corporate transparency, particularly in industries with significant social and environmental impacts. However, empirical evidence regarding the determinants of CSR disclosure remains inconclusive, especially in emerging markets such as Indonesia. This study examines the influence of profitability, consumer proximity, media exposure, environmental sensitivity, and tax aggressiveness on CSR disclosure among manufacturing companies listed on the Indonesia Stock Exchange during 2020–2022. Using purposive sampling, this study resulted in 297 firm-year observations. Data were analyzed using multiple linear regression after classical assumption tests were conducted. The findings reveal that media exposure and tax aggressiveness have a significant positive effect on CSR disclosure, suggesting that companies tend to increase transparency of social responsibility to enhance public communication and maintain legitimacy amid potentially controversial fiscal practices. In contrast, profitability, consumer proximity, and environmental sensitivity do not significantly affect CSR disclosure. These findings indicate that CSR disclosure in Indonesian manufacturing firms is driven more by reputational concerns and external communication pressures than by financial capability or operational characteristics. This study contributes to the CSR literature by integrating financial performance, stakeholder visibility, industry characteristics, and fiscal behavior into a single empirical framework. By examining these multidimensional determinants simultaneously in Indonesian manufacturing firms, the study provides a more comprehensive understanding of the factors driving CSR disclosure in an emerging market setting.

Keywords: consumer proximity; legitimacy theory; media exposure; stakeholder; tax aggressiveness;

INTRODUCTION

Corporate Social Responsibility (CSR) refers to a company's commitment to conducting business ethically while considering the economic, social, and environmental impacts of its operations on stakeholders. In the modern business paradigm, companies are no longer evaluated solely on their ability to generate financial returns but also on the extent to which they demonstrate responsibility for environmental sustainability, social welfare, and broader societal interests (Budanti & Rustiarini, 2024). This perspective is closely aligned with stakeholder theory, which posits that a company's long-term sustainability depends significantly on its ability to recognize, manage, and fulfill the expectations of various stakeholder groups, including investors, regulators, consumers, employees, local communities, and society at large. Furthermore, CSR serves as an important mechanism for companies to strengthen relationships with stakeholders, enhance corporate reputation, and maintain organizational legitimacy in the public eye.

The manufacturing sector is among those with high environmental exposure because its operations involve large-scale use of natural resources, intensive energy consumption, and the potential to generate waste that affects the environment and surrounding communities (Rustiarini et al., 2022). In the Indonesian context, there are regulations governing sustainability practices for public companies, namely the Limited Liability Company Law No. 40 of 2007 and the Financial Services Authority Regulation on Sustainability Reporting. However, various cases demonstrate that manufacturing company activities still have the potential to trigger ecological and social conflicts. According to Suara Pembaharuan Agraria (Agrarian Reform Voice), one such case that has garnered significant public attention is the environmental controversy involving PT Toba Pulp Lestari Tbk. The company's operations are often associated with environmental and social conflicts, including ecological degradation, industrial forest plantation management, and rejection by indigenous communities in its operational areas (Kpa.or.id, 2025).

Although research on the determinants of CSR has expanded extensively, several research gaps remain. First, prior research on the factors influencing CSR disclosure exhibits empirical inconsistencies. For example, companies with higher levels of profitability tend to have greater financial capacity to undertake and disclose CSR activities more widely (Yuliskayani & Damayanthi, 2018). However, empirical findings on the relationship between profitability and CSR remain inconsistent: some studies report a positive effect (Permadiswara & Sujana, 2018), while others show no significant effect (Ulla et al., 2023). Studies on the effect of media exposure on CSR activities have also yielded mixed results. Theoretically, the higher the media exposure, the greater the incentive for companies to disclose CSR more widely. However, empirical findings remain inconsistent: some studies find a positive effect (Permadiswara & Sujana, 2018), while others find no effect or even a negative effect on CSR (Sarra & Alamsyah, 2019; Septianingsih & Muslih, 2019).

Similar inconsistencies were also found for the variables consumer proximity, environmental sensitivity, and tax aggressiveness. Empirical findings on the relationship between consumer proximity and CSR remain inconsistent: some studies report a positive effect (Widiawan et al., 2017; Yuliskayani & Damayanthi, 2018), while others report no significant effect (Dianawati, 2016; Pirmayanthi et al., 2021). Environmental sensitivity refers to the degree to which an industry is sensitive to environmental impacts. Companies with high levels of environmental exposure tend to face greater pressure to disclose CSR more broadly (Yuliskayani & Damayanthi, 2018). However, previous research findings remain inconsistent: some studies find a positive effect of environmental sensitivity on CSR (Pirmayanthi et al., 2021), while others find no significant effect (Prasethiyo, 2017).

Tax aggressiveness is a company's effort to minimize its tax burden. From a certain perspective, companies can use CSR disclosure as a strategy to build social legitimacy and

reduce negative perceptions of the practice (Whait et al., 2018). However, previous research has shown inconsistencies, with some studies finding a positive association between tax aggressiveness and CSR (Handayani et al., 2018; Jananti & Setiawan, 2018). This inconsistency in previous research suggests that the relationship between these five variables and CSR disclosure requires further empirical testing.

Second, there is limited research that integrates variables such as company operational characteristics (consumer proximity, environmental sensitivity), communication strategy (media exposure), and fiscal behavior (tax aggressiveness) into a single comprehensive empirical model, particularly for Indonesian manufacturing companies amid increasing demands for ESG transparency and sustainability. Most prior research has focused solely on traditional financial determinants, such as profitability, leverage, and company size, thereby failing to provide a complete picture of the multidimensional factors that influence CSR disclosure.

Based on these gaps, this study aims to analyze the influence of profitability, consumer proximity, media exposure, environmental sensitivity, and tax aggressiveness on corporate social responsibility among manufacturing companies. This study is expected to provide several contributions. Theoretically, this study expands the CSR literature by examining the determinants of CSR from a multidimensional perspective that encompasses companies' economic, communication, operational, and fiscal behavior. Empirically, this study provides contextual evidence from Indonesian manufacturing companies facing high environmental pressures. In practice, the research findings can inform company management, regulators, and investors about the factors that drive corporate social responsibility transparency.

CONCEPT AND HYPOTHESIS

Stakeholder Theory

Stakeholder theory holds that companies are not only oriented towards shareholder interests but must also consider the needs and interests of all parties affected by their activities, including creditors, consumers, suppliers, the government, and the community. This theory emphasizes that stakeholders have the right to obtain relevant information regarding the company's activities as a basis for decision-making (Islam et al., 2021). In the context of CSR, companies need to consider social aspects alongside economic performance as part of their responsibility to stakeholders. Thus, CSR disclosure is one means for companies to build good relationships, maintain their reputation, and meet stakeholder expectations (Le, 2023).

Legitimacy Theory

Legitimacy theory posits that companies strive to gain social acceptance within their communities by ensuring their operations align with the values, norms, and expectations of the environments in which they operate (Kucharska & Kowalczyk, 2019). Social legitimacy is a strategic asset because it can support business sustainability, strengthen the company's relationship with the community, and reduce the risk of social conflict. In the context of corporate social responsibility (CSR), disclosure of social responsibility is seen as a mechanism for companies to demonstrate social accountability and maintain public trust. If a company's actions do not align with societal expectations, it risks losing legitimacy, which can disrupt its operational continuity (Gallardo-Vázquez & Juárez, 2022).

Profitability and CSR

Profitability reflects a company's ability to generate profits from its operations. It is one of the main indicators of financial performance that stakeholders, particularly

investors, use to assess the company's stability, efficiency, and future growth prospects (Ahmad et al., 2020). A high level of profitability indicates that a company has greater economic capacity, allowing it to be more flexible in allocating resources to activities outside its core operations, including implementing CSR programs. CSR implementation generally requires financial commitments, whether in the form of social investments, environmental programs, community development, or sustainability reporting and disclosure costs. Therefore, more profitable companies tend to have a greater capacity to support more comprehensive CSR implementation and disclosure than companies with more limited financial conditions (Okafor et al., 2021). Empirical findings indicate that profitability has a positive effect on CSR disclosure (Hermawansah & Amanah, 2023; Permadiswara & Sujana, 2018). The hypothesis proposed in this study is:

H1: Profitability has a positive effect on CSR.

Consumer Proximity and CSR

Consumer proximity refers to a company's closeness to consumers through its products or services, reflecting the extent to which the company's activities directly interact with the public as end users. Companies with high consumer proximity generally have greater public visibility because their products or services are widely consumed and more easily recognized by the public (Feng & Kuppelwieser, 2025). This situation places companies under greater external pressure to maintain a positive image, meet social expectations, and demonstrate their commitment to responsible business practices, including by implementing and disclosing CSR (Pirmayanthi et al., 2021). From a stakeholder theory perspective, companies are accountable not only to shareholders but also to various stakeholder groups that can impact the sustainability of their operations, including consumers. Consumers, as key stakeholders, significantly influence a company's success through purchasing decisions, brand loyalty, and perceptions of the company's reputation. The closer a company's relationship with consumers, the greater its sensitivity to public opinion and the potential reputational risks arising from negative perceptions of its business practices (Sung et al., 2022). Therefore, companies with high consumer proximity tend to be more proactive in implementing CSR initiatives to build trust, strengthen customer loyalty, and maintain social legitimacy. Therefore, the higher the consumer proximity, the greater the tendency for companies to disclose CSR more broadly and transparently (Widiawan et al., 2017; Yuliskayani & Damayanthi, 2018). The hypothesis proposed in this study is:

H2: Consumer proximity has a positive effect on CSR.

Media Exposure and CSR

Media exposure refers to a company's ability to use communication media, particularly the internet and digital platforms, to convey information about its activities to stakeholders, including CSR implementation and disclosure (Lubis & Dewi, 2020). From a stakeholder theory perspective, companies need to maintain harmonious relationships with various stakeholder groups by providing relevant, transparent, and accountable information. The media is an effective channel for meeting these information needs, particularly for investors, consumers, regulators, the public, and social organizations interested in the company's activities. The higher a company's media exposure, the greater its opportunity to reach a wider range of stakeholders, thus encouraging companies to make more comprehensive CSR disclosures as a form of accountability and responsiveness to stakeholder expectations (Andreas & Chang, 2021). Furthermore, according to legitimacy theory, companies strive to obtain, maintain, and strengthen social legitimacy by demonstrating that their operations align with societal norms, values, and expectations (Permadiswara & Sujana, 2018; Sparta & Rheadanti, 2019). The hypothesis proposed in this study is:

H3: Media exposure positively affects CSR.

Environmental Sensitivity and CSR

Environmental sensitivity refers to a company's responsiveness to the environmental impacts of its operations. High-profile companies tend to face greater public pressure to demonstrate their social responsibility (Singh et al., 2022). Companies operating in sectors with high environmental sensitivity—often categorized as high-profile industries—tend to face greater public scrutiny, regulatory pressure, and social demands than companies in sectors with relatively low environmental impact (low-profile industries). From a stakeholder theory perspective, companies with high environmental sensitivity face more complex demands from diverse stakeholder groups, including regulators, local communities, investors, consumers, non-governmental organizations, and the wider public. Meanwhile, from a legitimacy theory perspective, companies with high environmental impact need to actively maintain social legitimacy to ensure their business operations remain accepted by society. The higher a company's environmental sensitivity, the greater the public's concern about its social and ecological impacts, thus encouraging companies to disclose CSR more widely. Previous research has shown that environmental sensitivity positively affects CSR disclosure (Pirmayanthi et al., 2021). The hypothesis proposed in this study is:

H4: Environmental sensitivity has a positive effect on CSR.

Tax Aggressiveness and CSR

Tax aggressiveness is a company's effort to reduce its tax burden through various tax-planning strategies, both within the legal framework (tax avoidance) and in gray areas that may raise ethical and corporate governance concerns. Economically, tax aggressive practices aim to improve a company's financial efficiency by reducing tax expenditures, thereby increasing after-tax profits and potentially increasing the company's value. However, this practice is often perceived negatively by the public because taxes are a form of corporate contribution to economic development and social welfare (Whait et al., 2018). From a stakeholder theory perspective, companies need to manage relationships with various stakeholder groups that expect ethical, transparent, and responsible business behavior. Investors, regulators, the public, the media, and civil society organizations may perceive tax-aggressive practices as opportunistic behavior that can damage a company's reputation. In such circumstances, CSR disclosure can be utilized as a reputational strategy to mitigate criticism, build a positive image, and maintain stakeholder trust. From a legitimacy perspective, companies with high levels of tax aggressiveness tend to increase CSR disclosure to reduce negative stakeholder perceptions. Previous research has shown that tax aggressiveness positively affects CSR disclosure (Handayani et al., 2018; Jananti & Setiawan, 2018). The hypothesis proposed in this study is:

H5: Tax aggressiveness has a positive effect on CSR.

METHOD

This research was conducted at manufacturing companies listed on the Indonesia Stock Exchange (IDX). The population comprised all manufacturing companies listed on the IDX between 2020 and 2022. The sampling method used in this study was purposive, based on the following criteria: manufacturing companies listed on the Indonesia Stock Exchange (IDX) in 2020 and 2022, and those with annual reports available on their websites for the 2020-2022 period. The total sample size was 99 companies.

The dependent variable in this study is corporate social responsibility, measured using the Global Report Initiative (GRI) index. The GRI index has three components: economic, environmental, and social, comprising 91 disclosure indicators. Each CSR item

in the research instrument is given a value of 1 if disclosed and 0 if not disclosed. The independent variables are profitability, consumer proximity, media exposure, environmental sensitivity, and tax aggressiveness. Profitability is a ratio or indicator used by management to assess a company's asset utilization. In this study, profitability is proxied by return on assets (ROA). ROA is a ratio that provides a better measure of profitability because it indicates management's effectiveness in using assets to generate profits. The ROA formula is the ratio of profit after tax to total assets (Rustiarini et al., 2024).

Consumer proximity is the degree to which an industry is close to consumers. Companies that maintain close relationships with consumers tend to increase their level of information disclosure. This can improve their brand image among consumers and increase sales. Consumer proximity in this study was measured with a dummy variable that took the value 1 for high-profile companies and 0 for low-profile companies. The high-profile group comprises companies closely connected to consumers. A company is considered high-profile if its activities significantly affect the environment and external parties, thereby harming the wider community. High-profile companies operate in the following sectors: textiles, household goods, beverages, food, medicine, telecommunications services, electricity, gas distribution, banking, and water. The low-profile group consists of companies with low consumer closeness. Companies that are not so in the spotlight of many parties. Not all company activities have a significant impact and are detrimental to the community. Low-profile companies can also avoid the community's spotlight. Companies classified as low-profile are in the cement, ceramics and glass, metal, animal feed, wood, machinery and heavy equipment, automotive, electronics, and tobacco factory sectors (Yuliskayani & Damayanthi, 2018).

Media exposure is the disclosure of information about a company's CSR activities through the media. The media exposure indicator in this study uses a dummy variable, assigning a score of 1 to companies that disclose CSR activities on their websites and that do so outside their annual or sustainability reports. A score of 0 is assigned to companies that do not disclose CSR information on their websites and whose CSR activities are not disclosed outside their annual or sustainability reports.

Environmental sensitivity is the company's susceptibility to environmental damage. There are two types of industries with varying levels of sensitivity: high-profile and low-profile companies. High-profile companies face greater environmental pressure to disclose their activities. Therefore, the more sensitive the industry, the greater the company's CSR disclosure. Environmental sensitivity is measured using a dummy variable that assigns a score of 1 to high-profile companies and 0 to low-profile companies (Yuliskayani & Damayanthi, 2018).

Tax aggressiveness is any effort by management to reduce the company's tax burden. A company's performance is considered good if it generates high profits in the current year. In this study, tax aggressiveness was measured using the effective tax rate (ETR) proxy (1-ETR). The lower the ETR, the more likely a company is to be tax aggressive. A low ETR can occur when an entity seeks to maintain its profit percentage while minimizing taxable income through tax aggressiveness. If the tax rate results in an ETR close to zero, the company's tendency toward tax aggressiveness is higher. The ETR proxy can be calculated by comparing income tax expense to pre-tax income (Jananti & Setiawan, 2018).

The data analysis technique used was multiple linear regression. Before conducting multiple linear regression, the researchers conducted classical assumption tests to verify the feasibility of the regression model used in this study. Classical assumption tests included tests for normality, autocorrelation, multicollinearity, and heteroscedasticity.

RESULT AND DISCUSSION

Descriptive statistics are presented to provide an overview or description of the data, based on the minimum, maximum, mean, and standard deviation values. The results of the descriptive statistics test are presented in Table 1.

Table 1. Results of Descriptive Statistics Test

	N	Minimum	Maximum	Mean	Std. Deviation
Profitability	297	-54.13	43.04	0.27	21.47
Consumer Proximity	297	0.00	1.00	0.52	0.50
Media Exposure	297	0.00	1.00	0.54	0.50
Environmental Sensitivity	297	0.00	1.00	0.35	0.48
Tax Aggressiveness	297	-2.56	21.84	8.50	4.38
CSR	297	0.33	0.87	0.43	0.12

Source: processed data

The first classical assumption test result is normality. The method used to assess normality, the one-sample Kolmogorov-Smirnov test, showed an Asymp.sig (2-tailed) value of 0.062. This figure indicates that the data in this study are normally distributed. The autocorrelation test results indicate that each independent variable has a tolerance≥ 0.010 and a VIF ≤ 10. Thus, it can be concluded that there is no multicollinearity in this study. The heteroscedasticity test results also indicate that each independent variable has a p-value greater than 0.05, suggesting no heteroscedasticity in this study.

Furthermore, the autocorrelation test indicates a Durbin-Watson value of 1.980, which is greater than 1.7799 but less than 2.2201. Therefore, it can be concluded that the regression model does not experience autocorrelation. A multiple linear regression test was then conducted, yielding an Adjusted R-square of 0.224. This figure indicates that profitability, consumer proximity, media exposure, environmental sensitivity, and tax aggressiveness account for 22.4% of the influence on CSR, while the remaining 77.6% is attributable to other variables outside this study. The results of the multiple linear regression test are presented in Table 2.

Table 2. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Profitability	0.000	0.002	-0.011	-0.184	0.854
Consumer Proximity	0.000	0.018	-0.001	-0.015	0.988
Media Exposure	0.052	0.018	0.168	2.906	0.004
Environmental Sensitivity	0.002	0.019	0.008	0.128	0.898
Tax Aggressiveness	0.001	0.000	0.126	2.170	0.031

a. Dependent Variable: CSR

Source: processed data

Profitability and CSR

The statistical test results do not support the first hypothesis because profitability did not significantly influence CSR. This finding indicates that a company's profit-generating ability does not automatically drive greater disclosure of its social and environmental responsibilities. Theoretically, companies with high profitability are expected to have greater financial capacity to carry out CSR activities more broadly in an effort to gain social legitimacy and meet stakeholder expectations (Hirsch et al., 2023). However, the results of this study indicate that CSR implementation is not solely determined by profitability but is also influenced by the company's awareness, management commitment, and strategic orientation towards social responsibility. In manufacturing companies, CSR is likely positioned more as regulatory compliance than as a voluntary strategy that increases with profit growth. This finding indicates that the results do not fully support legitimacy theory or stakeholder theory, as companies with high profitability may not necessarily expand CSR disclosure if management focuses more on achieving financial performance and disclosing economic information than on social and environmental aspects. The results are in line with previous findings (Ulla et al., 2023), which showed that profitability does not affect CSR, but contradict other studies that found a positive effect of profitability on CSR (Permadiswara & Sujana, 2018).

Consumer Proximity and CSR

The t-test results showed that the consumer proximity variable had a significance value of 0.988 (>0.05), indicating that consumer proximity does not significantly influence CSR disclosure. Theoretically, consumer proximity refers to the degree of closeness between a company and its consumers through its products or services. The higher the closeness, the greater the pressure on the company to maintain its reputation through disclosure of social and environmental responsibilities (Andreas & Chang, 2021). However, the results of this study indicate that closeness to consumers does not automatically encourage companies to increase CSR disclosure. This result indicates that the company's relationship with consumers is more oriented towards marketing strategy, product development, and increasing competitiveness than solely towards increasing corporate social responsibility. This finding does not fully support legitimacy theory or stakeholder theory, as companies with high levels of consumer proximity do not necessarily consistently disclose CSR more broadly. The fact that some companies maintain relatively constant CSRD scores over the observation period suggests that CSR disclosure is still viewed as administrative compliance rather than a strategic response to stakeholder demands (Gupta & Kumar, 2022). The results are in line with previous research (Dianawati, 2016; Pirmayanthi et al., 2021), which proves that consumer proximity does not affect CSR, but contradict other research (Widiawan et al., 2017; Yuliskayani & Damayanthi, 2018), which shows a positive influence.

Media Exposure and CSR

Based on the statistical test results, media exposure variable had a p-value of 0.004 (<0.05), indicating a significant positive effect on CSR disclosure. Media exposure reflects a company's efforts to communicate social and environmental information to the public, particularly through its website, thereby facilitating stakeholders' access to information about the company's activities (Andreas & Chang, 2021). The higher the intensity of media exposure, the greater the pressure on the company to increase transparency, maintain its reputation, and meet stakeholders' information needs. Thus, media exposure becomes a strategic tool for companies to strengthen their presence and positive image in the public eye (Bachmann & Ingenhoff, 2017). This finding aligns with legitimacy theory, which posits that companies use media disclosures of social information to gain public recognition and acceptance, and with stakeholder theory, which emphasizes the

importance of transparency in information to meet stakeholder expectations and maintain good relationships. These results are consistent with Permadiswara & Sujana (2018), who found that media exposure positively affects CSR.

Environmental Sensitivity and CSR

The t-test results showed that the environmental sensitivity variable had a p-value of 0.898 (>0.05), indicating that environmental sensitivity did not significantly influence CSR disclosure. Environmental sensitivity reflects a company's responsiveness to the environmental impacts of its operations, particularly in industries with high environmental exposure, such as forestry, mining, pulp and paper, oil and gas, chemicals, steel, and other metals (Yuliskayani & Damayanthi, 2018). Theoretically, companies with high environmental sensitivity should be encouraged to disclose social and environmental information more broadly because they face greater public pressure. However, the findings of this study indicate that industry sensitivity does not directly determine the extent of CSR disclosure. One possible cause is regulatory obligations under Law Number 40 of 2007 concerning Limited Liability Companies, which require the implementation of social responsibility, thereby reducing the extent to which industry-specific sensitivities influence CSR disclosure. This finding does not fully support the legitimacy theory or stakeholder theory. From a legitimacy theory perspective, companies with high environmental impacts should strive to gain social acceptance by expanding their CSR disclosures. However, research findings indicate that measuring environmental sensitivity solely through high- and low-profile classifications may not accurately reflect a company's level of environmental concern or its actual implementation of social responsibility. Furthermore, the fact that some companies remain high-profile yet have low levels of CSR disclosure suggests that environmental sensitivity is not necessarily addressed by increased CSR transparency. These findings contradict previous research indicating a positive effect (Pirmayanthi et al., 2021).

Tax Aggressiveness and CSR

Based on the statistical test results, the fifth hypothesis, which states that tax aggressiveness has a positive effect on CSR, was supported. Tax aggressiveness is a management effort to reduce the company's tax burden through specific strategies to increase financial efficiency. The results of this study indicate that companies with higher levels of tax aggressiveness tend to disclose CSR more extensively. This condition can be explained as a company's effort to build a positive image, gain social legitimacy, and reduce negative perceptions from stakeholders regarding its tax management practices (Jananti & Setiawan, 2018). In other words, CSR disclosure can serve as a reputational mechanism to maintain trust among investors, creditors, the government, consumers, and the public. This finding is consistent with legitimacy theory, which posits that companies strive to maintain social acceptance by increasing disclosure of social responsibility, especially when their activities have the potential to generate negative perceptions (Whait et al., 2018). This result also supports stakeholder theory, as companies need to maintain relationships with stakeholders through social transparency as a form of corporate accountability. The results of this study are consistent with previous findings (Handayani et al., 2018; Jananti & Setiawan, 2018).

CONCLUSION

This study aims to analyze the effect of five independent variables on CSR disclosure. Media exposure and tax aggressiveness were shown to have a positive effect on CSR disclosure, indicating that companies tend to increase transparency into social responsibility when they have a higher intensity of public communication and as an effort

to maintain legitimacy amid aggressive tax management practices. Meanwhile, profitability, consumer proximity, and environmental sensitivity did not show a significant effect on CSR, indicating that the company's ability to generate profits, level of consumer proximity, or industry sensitivity to the environment are not yet the main factors driving increased CSR. Overall, these findings indicate that CSR disclosure in Indonesian manufacturing companies is more influenced by reputational factors and external communication pressures than by operational characteristics or company financial performance. This study has limitations. The results of the coefficient of determination test indicate that the independent variables used account for 22.4% of the variation in the dependent variable. In comparison, the remaining 77.6% is influenced by other variables not tested in this study. Suggestions for future researchers include using additional variables beyond those included in this study to identify other factors that may influence CSR, such as governance variables, ownership structure, or board characteristics.

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