

Analisis Pengaruh Keberagaman Karakteristik Direksi Terhadap Reputation Risk Awareness Perusahaan Perbankan = The Effect of Diversity in Top Management Characteristic on Corporate Reputation Risk Awareness in Banking Industry

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh keberagaman direksi perusahaan terhadap kesadaran perusahaan atas risiko reputasinya. Peneliti ingin melihat apakah faktor keberagaman yang diangkat seperti gender, usia, kewarganegaraan, latar belakang pendidikan serta tenure direksi memiliki pengaruh terhadap probabilitas meningkatnya kesadaran atas risiko reputasi perusahaan, terlebih bagi perusahaan yang bergerak di sektor perbankan. Subyek penelitian ini adalah 40 perusahaan perbankan yang terdaftar di Bursa Efek Indonesia. Penelitian ini akan menggunakan data sekunder yang berasal dari Laporan Tahunan perusahaan dari tahun 2015-2019. Peneliti akan menggunakan metode text-mining untuk menghitung frekuensi kata tertentu pada laporan tahunan, kemudian dimaknai sebagai tingkat kesadaran atas risiko reputasi. Untuk menemukan korelasinya, regresi logistic untuk mengukur dampak setiap faktor terhadap peningkatan kemungkinan kesadaran risiko reputasi. Hasilnya menunjukkan bahwa gender direksi memberikan pengaruh yang signifikan, sementara variabel lainnya dianggap tidak memiliki korelasi yang signifikan. Dengan adanya penelitian ini diharapkan dapat membantu investor dalam mengambil keputusan bisnis dan membantu regulator dalam menjalankan due diligence. Selain itu berguna untuk menambah informasi bagi akademisi dan perusahaan di industri perbankan terkait risiko reputasi perusahaan.

.....This research aims to analyze the effect of diversity in top management team (TMT) on corporate reputational risk awareness. By doing this research, researchers showed how each diversity factors, such as gender, age, nationality, education background and tenure, affect the probability of reputational risk awareness in a company, especially those who are in the banking industry. Many previous studies have addressed how reputation risk should be managed, but none have examined the relationship between its awareness and top management characteristics. The subject of this research is 40 banks listed on the Indonesia Stock Exchange for the period 2015-2019 by using their annual reports available on their website. The researchers used a text-mining approach to calculate the frequency of reputation risk keywords in annual report and translated as awareness of reputation risk. To explore relationship between variables, researchers used a logistic regression model to see how each factor could increase the probability of reputation risk awareness in company. This research resulted that gender in TMT had a significant impact to increase the probability while other characteristic had insignificant relationship. Researchers hope that by conducting this study, they will be able to assist investor in making decision and helping on director selection process. It also may help regulators in conducting due diligence, while for students and company in banking industry could use this research as additional reference and information for future research.