

# How can Corporate Performance Kept in Multinational Firm: a Study from Indonesia

**Sidik Budiono**

Department of Management Faculty of Economics and Business  
Universitas Pelita Harapan, Tangerang-15811, Indonesia  
sidik.budiono@uph.edu

**John Tampil Purba**

Department of Management Faculty of Economics and Business  
Universitas Pelita Harapan, Tangerang-15811, Indonesia  
john.purba@uph.edu

**Wilson Rajagukguk**

Department of Management Faculty of Economics and Business  
Universitas Kristen Indonesia, Jakarta, Indonesia  
wilson.rajagukguk@uki.ac.id

## Abstract

The purpose of this study is to know firm size, firm age and environmental management have any impact on corporate performance. The authors analyze the behavior of Unilever companies operating in Indonesia through the perceptions of users of Unilever products in maintaining corporate performance. The research design consists of comprehensive literature review, using a questionnaire to get a data from 195 respondents that work in Unilever Indonesia and then processed by Software STATA to validating and reliability of data. By the framework model that authors have been run regression. The conclusions from the research are, there is positive impact between firm size, firm age and environmental management on corporate performance in Unilever company. The results of this study prove that the increasing firm size, firm age, and environmental management will contribute to increased corporate management at a significant level of 10% in this study. as it is known that corporate performance is an important key for further business development in this company.

## Keywords

firm size; firm age; environmental management; corporate performance

## Biographies

**Sidik Budiono** is currently serves as an Associate Professor in Economics at Department of Management Faculty of Economics and Business Pelita Harapan University, Lippo Karawaci Tangerang Banten. Dr. Budiono was graduated Bachelor of Economics from Department of Economics, Universitas Kristen Satya Wacana, Salatiga Central Java, Master and Doctor of Economics from Faculty of Business and Economics Universitas Indonesia, Jakarta. He interests in research around national, regional development and international economics.

**John Tampil Purba**, obtained a degree of Doctor (S3) majoring Management from De La Salle University Systems Manila, Philippines in 2002. Dr. Purba also has several certifications with internationally recognized in management and information systems and also technology, among others: MCP, MCSA, MCSE, MCSES, MCSAS, MCDL and MCT from Microsoft Technologies, USA and CSE from Cisco System USA. **He is also Professional Membership of IEOM Society.** He has a number of managerial experiences in the big companies and Service Industries more than 25 years. He is currently serving as an Associate Professor at the Faculty of Economics and Business Pelita Harapan University, Lippo Karawaci Banten, Tangerang Indonesia.

**Wilson Rajagukguk** currently serves as Associate Professor in Economics Faculty of Economics Vice Rector for Academic Affairs at the Universitas Kristen Indonesia, Jakarta, Indonesia. Dr. Wilson Rajagukguk holds two Masteral Degree, in Demographic and Labor Economics, and also in Theology. His Doctoral degree in Economics from Departement of Economics Faculty of Business and Economics Universitas Indonesia, Jakarta. His research interests in the field of demographic economic growth, religion economic, statistics, econometrics, and mathematics.