

## **ABSTRACT**

*This study was conducted with the aim of analyzing the effect of COVID-19 on the company's cash conversion cycle with the influence of investment opportunities and government incentives as moderating variables. In March 2020, WHO officially announced that the COVID-19 pandemic had been categorized as a pandemic. This resulted in significant changes in consumer behavior. Some companies also closed their businesses due to continued losses during the COVID-19 pandemic. During the pandemic crisis, working capital management becomes crucial for companies. Effective working capital helps companies meet short-term obligations and maintain operational continuity. One indicator of successful working capital management is the cash conversion cycle (CCC), which measures the number of days it takes a company to convert investments in inventory and receivables into cash.*

*During the COVID-19 pandemic, the company's cash conversion cycle tends to be long. This indicates the company's inefficiency in managing its working capital. However, this long cash conversion cycle can be streamlined through moderating variables of investment opportunities and government incentives that help shorten the cash conversion cycle during the COVID-19 pandemic. This study uses a population of cyclical consumer and non-cyclical consumer sector companies listed on the Indonesia Stock Exchange during the 2020-2022 period. The sample in this study was determined by purposive sampling method, which obtained 60 companies or 180 observation data which after eliminating outlier data obtained as much as 141 observation data that could be analyzed. The data used is secondary data in the form of the company's annual financial statements obtained through the IDX official website at [www.idx.co.id](http://www.idx.co.id) and the company's official website. This study uses the moderated linear regression analysis method to analyze the data.*

*This study successfully found that exposure to COVID-19 lengthens the cash conversion cycle and government incentives are able to moderate in shortening the cash conversion cycle during the COVID-19 pandemic. However, the effect of investment opportunities is not proven to moderate the relationship between the COVID-19 pandemic and the cash conversion cycle.*

**Keywords:** *COVID-19, Cash Conversion Cycle, Tobin's Q, Government Incentives*