

## **ABSTRACT**

*This study aims to analyze the effect of Liquidity, Leverage, Company Size, and Operating Cash Flow on Profitability in Costumer Cyclical Companies on the Indonesia Stock Exchange 2021-2024. The population in this study are all Costumer Cyclical Companies on the Indonesia Stock Exchange 2021-2024 that have complete financial reports. While the sample in this study is Costumer Cyclical companies that have published financial reports for three years, namely 2021 to 2024.*

*The analysis techniques used in this study are: 1) Descriptive Statistical Test, 2) Classical Assumption Test consisting of Normality Test, Multicollinearity Test, Heterostosity Test, and Autocorrelation Test 4) Multiple Linear Regression, 5) Hypothesis Test consisting of T Statistical Test, F Test, and Coefficient of Determination.*

*The results of this study indicate that Liquidity has a positive effect on Profitability, Leverage has a positive effect on Profitability, Company Size has a positive effect on Profitability and Operating Cash Flow has a positive effect on Profitability.*

**Keywords:** *Liquidity, Leverage, Company Size, Operating Cash Flow, Profitabilit*

