

ABSTRACT

Profitability is one of the important indicators used to assess a company's financial performance. A high level of profitability indicates the company's ability to generate profits effectively, thereby increasing investor confidence and supporting the company's business operations. This study aims to explain the effect of leverage, liquidity, operational efficiency, capital intensity, sales growth, and firm size on profitability in consumer non-cyclicals sector companies listed on the Indonesia Stock Exchange during the 2020-2025 period.

The population of this study consists of consumer non-cyclicals sector companies listed on the Indonesia Stock Exchange during the period 2020 to 2025. This study uses purposive sampling technique with a sample size of 46 companies. The research data consists of secondary data obtained from the annual reports of non-cyclical consumer sector companies. This study uses multiple linear regression analysis method. The data are analyzed using descriptive statistical analysis, classical assumption tests, and multiple linear regression analysis.

The results indicate that leverage has a significant negative effect on profitability. Operational efficiency, sales growth, and firm size have a significant positive effect on profitability. Meanwhile, liquidity and capital intensity are found to have no significant effect on profitability.

Keywords: Profitability, Leverage, Liquidity, Operational Efficiency

