

ABSTRACT

This study aims to determine the magnitude of the influence of Diversification Strategy, Firm Size and Leverage on Profitability (study on industrial sector companies listed on the Indonesia Stock Exchange for the period 2017-2021). The independent variables of this research are Diversification Strategy, Firm Size and Leverage.

This study uses secondary data with data obtained with data obtained, namely financial statements on the official website of the Indonesia Stock Exchange (IDX) or the site of each company that is the sample in this study. The method used in this research is descriptive quantitative method and the sampling technique uses *Non Probability Sampling* with *Purposive Sampling* method and produces as many as 19 companies as research samples.

The results of this study indicate that the Diversification Strategy has a significant effect on Profitability, Firm Size has a significant effect on profitability and Leverage has a significant effect on Profitability.

Keywords: Diversification Strategy, Company Size, Leverage and Profitability