

ABSTRACT

This research aims to determine the influence of debt levels and operating cash flow on profit persistence with managerial ownership as a moderating variable for studies on non-cyclical consumer companies listed on the IDX 2018-2022. The factors tested in this research are Debt Level Structure, Operating Cash Flow, Profit Persistence and Managerial Ownership.

The method used in this research is descriptive and verification methods. This research uses secondary data in the form of financial reports obtained from the official websites of each company and the website www.idx.co.id. The sampling technique used in this research was purposive sampling which resulted in 100 company samples. The analytical techniques used in this research are descriptive analysis, verification analysis, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple linear regression analysis, hypothesis testing, and determination analysis.

Based on research results of non-cyclical consumer companies listed on the IDX for the 2018-2022 period. Debt Level (DAR) has a positive effect on Profit Persistence (PRST), Operating Cash Flow (PTCF) has a positive effect on Profit Persistence (PRST), Managerial Ownership (DAR_KM) moderates the positive effect of Debt Level on Profit Persistence, Managerial Ownership (PTCF_KM) moderates the effect positive Operating Cash Flow on Profit Persistence.

Keywords: Leverage, Operating Cash Flow, Profit Persistence, and Managerial Ownership