

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *leverage*, profitabilitas, dan *sales growth* terhadap *cost stickiness* pada perusahaan sektor perindustrian yang terdaftar di Bursa Efek Indonesia periode 2021-2025. *Leverage* diproksikan dengan *debt to asset ratio*, profitabilitas diproksikan dengan *return on asset*, sedangkan *sales growth* diukur dari pertumbuhan penjualan tahunan. Penelitian ini menggunakan pendekatan kuantitatif dengan data panel dari 33 perusahaan sektor perindustrian selama lima tahun pengamatan, sehingga diperoleh 165 observasi. Model estimasi *cost stickiness* mengacu pada model Anderson, Banker, dan Janakiraman. Pengujian dilakukan dengan regresi data panel model *random effect* dan koreksi *robust standard error white cross-section*, diolah menggunakan EViews. Hasil penelitian menunjukkan bahwa *leverage* tidak berpengaruh positif signifikan terhadap *cost stickiness*, profitabilitas tidak berpengaruh positif signifikan terhadap *cost stickiness*, dan *sales growth* tidak berpengaruh negatif signifikan terhadap *cost stickiness*.

Kata Kunci: *Leverage, Profitabilitas, Sales Growth, Cost Stickiness.*

ABSTRACT

This research aims to examine the effect of leverage, profitability, and sales growth on cost stickiness in industrial sector companies listed on the Indonesia Stock Exchange during the 2021 to 2025 period. Leverage is proxied by the debt to asset ratio, profitability is proxied by return on asset, while sales growth is measured through annual sales growth. This research applies a quantitative approach using panel data from 33 industrial sector companies observed over five years, resulting in 165 observations. The cost stickiness estimation model refers to the model developed by Anderson, Banker, and Janakiraman. Hypothesis testing is conducted through panel data regression using the random effect model with white cross-section robust standard error correction, processed using EViews. The results show that leverage has no significant positive effect on cost stickiness, profitability has no significant positive effect on cost stickiness, and sales growth has no significant negative effect on cost stickiness.

Keyword: Leverage, Profitability, Sales Growth, Cost Stickiness