

ABSTRACT

Cash holding is a ratio that compares the amount of cash and cash equivalents that a company has with the total assets of the company. Cash is a form of liquid assets that has a weakness in terms of lower profit levels compared to investments in other assets such as more profitable deposits. This encourages the company to be able to meet the optimal number of availabilities in cash.

This study uses sample data of Indonesian companies included in the Kompas100 Index on the Indonesia Stock Exchange in the 2013-2016 period to become models to see the relationship of the influence of gender diversity factors and financial performance on cash holding in the family firm of 43 companies.

This study is processing data using panel regression techniques and several tests such as descriptive statistical tests, classical tests and selecting a panel regression model that is suitable for testing several independent variables such as firm size, leverage, growth opportunity, return on assets, dividend payment and gender diversity against the variable dependent cash holding.

This study found that the variables leverage has significant negative effects with significant levels of 1% with cash holding. While return on assets has a significant positive effect on the 5% significant level of cash holding. Furthermore, there is no significant relationship between firm size, growth opportunity, dividend payment and gender diversity against the variable dependent cash holding.

Keywords: *Cash Holding; Dividend Payment; Family Firm; Firm size; Gender Diversity; Growth Opportunity; Leverage; Return on Asset*