

ABSTRACT

Insurance companies are companies with a strong enough appeal during this pandemic so that this will allow investors to invest in shares in the insurance sub-sector, of course, it will encourage companies to distribute profits in the form of dividends or retained earnings as company capital back. This study aims to determine how the influence of managerial ownership, institutional ownership, firm size, firm growth, leverage and liquidity on dividend policy in insurance sub-sector companies listed on the Indonesia Stock Exchange for the 2017-2020 period.

This study uses secondary data obtained from financial statement data and company annual reports published on the company's official website and also on the Indonesia Stock Exchange. The population in this study are insurance sub-sector companies listed on the Indonesia Stock Exchange in 2017-2020. This study used purposive sampling technique and resulted in 9 companies. The data analysis method used is descriptive analysis and panel data regression analysis.

Keywords: *dividend policy, firm growth, firm size, institutional ownership, managerial ownership, leverage, liquidity.*