

ABSTRACT

During the COVID-19 pandemic, the healthcare sector became one of the priority sectors to contribute to the national economy. This then makes the healthcare sector into the high demand category. Therefore, it is important to measure financial performance as an illustration that displays the results of the company's performance and financial condition to parties who have an interest or to users of accounting information.

This research was conducted with the aim of knowing the effect of diversification strategy, research and development intensity, public ownership, and institutional ownership on company financial performance in healthcare sector companies listed on the Indonesia Stock Exchange (IDX) from 2016 to 2021.

This research method is quantitative research using secondary data from financial reports and annual reports of healthcare sector companies listed on the IDX for 2016-2021. The sampling technique was in the form of purposive sampling and obtained 8 samples of companies within 6 years so that the total number of research samples was 48 samples. However, in the data processing process, 9 units of outlier data were found which had to be excluded in the study so that the number of samples used in the study was 39 units of observational data. The analytical method used in this study is a panel data regression analysis model with the help of EViews 12 software.

Based on the results of data processing, the research results obtained, namely diversification strategy, research and development intensity, public ownership, and institutional ownership simultaneously affect the company's financial performance. Partially the diversification strategy variable has a negative effect on the company's financial performance, the variable research and development intensity and institutional ownership has a positive effect on the company's financial performance, while the public ownership variable has no effect on the company's financial performance in healthcare sector companies listed on the IDX in 2016-2021.

Suggestions for future researchers to expand the research object to cover all sectors on the IDX. It is also hoped that further research will be able to examine aspects outside of the financial side, as well as add control variables to further expand the research results.

Keywords: *Research and Development Intensity, Institutional Ownership, Public Ownership, Company's Financial Performance, Diversification Strategy*