

## **ABSTRACT**

*Companies must be able to compete with other parties to gain profits. Firm performance appraisal can be used to consider when you want to invest in the company. Firm performance is a measure to measure the performance or results obtained from the company's operations. Analyzing firm performance is an important issue for management in making decisions and investors can consider it when investing in the company. Profit can be measured by the information presented in the financial statements of each period.*

*This study aims to determine the effect of sales growth, profitability and firm size on firm performance in insurance sub-sector companies listed on the Indonesia Stock Exchange for the 2018-2022 period.*

*In this study, the firm performance is proxied by non-asset return (ROA) which can be seen from the distribution of net profit with total assets. Sales Growth is proxied by a comparison of current year's sales with last year's. Profitability is proxied by Net Profit Margin (NPM) which can be seen from the distribution of net profit by sales. Firm size is proxied by Ln Total Assets. The population of this study is the insurance sub-sector that is listed on the IDX in 2018-2022. The sampling technique was carried out by purposive sampling technique. The sample in this study has a total of 17 companies with a period of 5 years. Thus this study has a unit of observation of 85. The method of analysis in this study uses panel data regression and uses the help of the E-views application version 12.*

*The results of this study indicate simultaneously that sales growth, profitability and firm size affect firm performance. Sales growth and firm size have no partial effect on firm performance in insurance sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2018-2022. Profitability has a significant positive effect on firm performance in insurance sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2018-2022.*

*For further research, it is suggested to consider the variables of sales growth and firm size by testing other independent variables that can affect firm performance. For companies, this research hopes to provide benefits for companies to pay attention to factors that can affect companies in obtaining profits. In this case it takes more into account the profitability variable which significantly has a positive impact on firm performance. For Investors, to be more selective in choosing companies to invest in and are advised to pay attention to the results of the profitability value which has a positive influence on firm performance.*

**Keywords :** *Firm Performance, Firm Size, Profitability, Sales growth*