

ABSTRACT

Cash holding is a cash deposit carried out by a company to manage its finances for the company's operational activities. Companies are expected to manage cash storage properly so that the company's operational activities are not hampered and there are no obstacles to external parties. Factors that can affect *cash holdings* are *cash flow*, *leverage* and *firm size*.

This study has objectives, among others, is to determine the main effect, namely to test the effect of *cash flow*, *leverage* and *firm size* on *cash holding*. This study used a quantitative method, purposive sampling was used as a sample selection technique. 14 companies in the transportation and logistics sector were obtained for the 2017-2021 period, so that the total number of observational data in this study was 70 data. This study uses secondary data types with data analysis techniques, namely panel data regression analysis using *Eviews 12*.

The results of the study found that *cash flow*, *leverage* and *firm size* have a simultaneous effect on *cash holding*. *Cash flow* has a positive effect on *cash holding* while *leverage* and *firm size* have no effect on *cash holding*.

Keywords: Cash Flow, Leverage, Firm Size, Cash Holding