

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh Narsisme CEO, Ukuran Perusahaan, dan Struktur Modal terhadap Kinerja Keuangan Perusahaan. Dalam penelitian ini, Narsisme CEO diukur menggunakan skala foto CEO, Ukuran Perusahaan diukur menggunakan *Logaritma natural* (Ln) total asset, dan Struktur Modal diukur menggunakan *Debt to Equity Ratio* (DER) dan kinerja keuangan diukur menggunakan *Return on Asset* (ROA).

Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini perusahaan *property and real estate* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2019-2023. Metode pengambilan sampel untuk penelitian ini menghasilkan 16 perusahaan dengan total 80 data dengan menggunakan metode *purposive sampling*. Penelitian ini menggunakan data sekunder yang bersumber dari laporan tahunan (*annual report*). Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis regresi linier berganda dengan menggunakan bantuan program SPSS.

Hasil penelitian ini menunjukkan bahwa Narsisme CEO tidak berpengaruh terhadap Kinerja Keuangan Perusahaan, Ukuran Perusahaan berpengaruh terhadap Kinerja Keuangan Perusahaan, dan Struktur Modal berpengaruh terhadap Kinerja Keuangan Perusahaan.

Kata Kunci: Narsisme CEO, Ukuran Perusahaan, Struktur Modal, Kinerja Keuangan Perusahaan

ABSTRACT

This research analyzes the effect of the narcissism of the CEO, firm size, and capital structure on the company's financial performance. The narcissism of the CEO was measured by the CEO photo scale, firm size was measured by the Logarithms Natural (Ln) total assets, capital structure was measured by Return on Assets (ROA).

The research applies quantitatively. The population consists of Property and Real Estate companies listed on the Indonesia Stock Exchange (IDX) during 2019-2023. Furthermore, the data collection technique used was purposive sampling. In line with that, there were 16 out of 80 companies taken as samples. Moreover, the data were secondary, in the form of companies' annual reports. The data analysis technique used was multiple linear regression with the instrument of the SPSS program.

The result shows that the narcissism of the CEO does not affect the company's financial performance. However, firm size affects the company's financial performance. Likewise, capital structure affects the company's financial performance.

Keywords: *narcissism of the CEO, firm size, capital structure, and company's financial performance.*

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