

## ABSTRACT

This study aimed to analyze the effect of liquidity, leverage, profitability, firm size, sales growth and tax on dividend policy in consumer goods industrial sector companies listed on the IDX in 2016 - 2020. The populations of this study were the consumer goods industrial sector companies listed on the IDX in 2016 - 2020. The sample in this study was selected using the judgment sampling method by limiting the generalization of the findings to obtain the type of information needed. Statistical analysis of the data used in this study is logistic regression analysis. The results of this study indicated that liquidity, profitability, and firm size affected dividend policy, while leverage, sales growth, and taxes had no effect on dividend policy. The results of this study also showed that liquidity, leverage, profitability, company size, sales growth, and taxes simultaneously affected on dividend policy in consumer goods industrial sector companies listed on the Indonesia Stock Exchange in 2016 – 2020.

**Keywords:** Dividend policy, liquidity, leverage, profitability, firm size, sales growth, tax.