ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *cash holding*, *bonus plan*, risiko keuangan, dan *winner/loser stock* terhadap perataan laba pada perusahaan sektor barang konsumsi yang terdaftar di Bursa Efek Indonesia pada periode 2019-2021. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan asosiatif. Sampel dalam penelitian ini terdiri dari 18 perusahaan yang dipilih menggunakan metode *purposive sampling* berdasarkan kriteria tertentu. Perataan laba diukur menggunakan Indeks Eckel, sementara metode analisis data yang digunakan adalah Regresi Logistik Biner. Hasil penelitian menunjukkan bahwa secara simultan variabel *cash holding*, *bonus plan*, risiko keuangan, dan *winner/loser stock* berpengaruh signifikan terhadap perataan laba. Namun secara parsial, variabel *cash holding*, *bonus plan*, risiko keuangan dan *winner/loser stock* tidak berpengaruh secara signifikan terhadap perataan laba.

Kata kunci: Perataan Laba, *Cash Holding*, *Bonus Plan*, Risiko Keuangan, *Winner/Loser Stock*

ABSTRACT

This study aims to determine the effect of cash holding, bonus plan, financial risk, and winner/loser stock on income smoothing in consumer goods sector companies listed on the Indonesia Stock Exchange in the 2019-2021 period. The research method used is a quantitative method with an associative approach. The sample in this study consisted of 18 companies selected using the purposive sampling method based on certain criteria. Income smoothing is measured using the Eckel index, while the data analysis method used is binary logistic regression. The results of the study indicate that simultaneously the variables cash holding, bonus plan, financial risk, and winner/loser stock have a significant effect on income smoothing. However, partially, the variables cash holding, bonus plan, financial risk and winner/loser stock do not have a significant effect on income smoothing.

Keywords: Income Smoothing, Cash Holding, Bonus Plan, Financial Risk, Winner/Loser Stock