

ABSTRACT

The company's performance is a decision of all the factors agreed upon, therefore to assess the company's performance by increasing its financial performance in the company. Financial performance is measured to see whether a company's performance is growing or not. The basis for decision making can be seen by measuring the company's financial performance.

This study aims to determine the effect of the Prospector Business Strategy and Business Defender Strategy on Company Performance in the consumer goods industry sector companies listed on the Indonesia Stock Exchange (BEI) in 2015-2017.

The population in this study is the consumer goods industry sector companies listed on the Indonesia Stock Exchange (BEI) from 2015 to 2017. The sample selection technique uses purposive sampling and the authors obtain 34 companies in the consumer goods industry sector within a period of 3 years and obtain 96 samples observed . This study uses panel data regression analysis using EViews 10 software.

Based on the results of the study, the prospector's business strategy and defender's business strategy simultaneously have a positive effect on the company's performance and the prospector's business strategy and the defender's business strategy have a partially positive effect on the company's performance.

Based on these results, prospective investors are expected to be a reference for making decisions in investment by looking at the performance of companies that have prospector business strategies and defender business strategies and for companies expected to pay attention and apply those who have prospector business strategies and business defender strategies so that company performance is increasingly well.

Keywords: *Company Performance, Defender Business Strategy, Prospector Business Strategy*