ABSTRACT

The company was founded with the aim of getting the maximum possible profit, the high or low profit generated by the company reflects the operational performance and sustainability of the company. However, not all companies are able to generate high profits, sometimes companies earn low and even negative profits, if not handled properly it can cause financial difficulties or even bankruptcy.

This research was conducted to determine the effect of activity ratios, sales growth, operating cash flow, investment cash flow funding cash flows, exchange rates and CEO gender on the financial distress of non-primary consumer sector companies for the 2014-2021 period. This research method is a quantitative method using time series data. The sampling technique used is purposive sampling technique. This study used survival analysis techniques with the regression model used, namely the Cox Proportional Hazard regression model.

The results of this study indicate that activity ratios, sales growth, operating cash flow, investment cash flow funding cash flow, exchange rates and CEO gender have a significant effect simultaneously on financial distress. Partially, the activity ratio has a positive effect on financial distress. Sales growth has a negative effect on financial distress, while operating cash flow, investment cash flow, funding cash flow, exchange rates, and CEO gender do not significantly influence financial distress.

Keywords : *Activity ratio, CEO gender, cox proportional hazard, exchange rate, financial distress, financing cash flow, investing cash flow, operating cash flow, sales growth, survival analysis*