

ABSTRACT

The hotel, restaurant and tourism sub-industry has a significant impact on national GDP. However, these sub-industries are highly defenseless against external shocks such as the widespread COVID-19 in 2020. Companies can actualize good corporate governance in improving post-pandemic performance by maximizing transparency, accountability, and management oversight. If the implementation of good corporate governance has been carried out properly, companies can increase operational efficiency, encourage investor confidence, and have better resilience in the face of an economic crisis. This study aims to examine the effect of liquidity and good corporate governance on corporate profitability. Current ratio as a proxy for liquidity and good corporate governance is measured by institutional ownership, independent commissioners, and managerial ownership. Meanwhile, profitability is measured by return on assets (ROA). In this study, panel data regression analysis was used as an analysis technique with secondary data collected from annual reports and financials of hotel, restaurant and tourism sub-industry companies listed on the Indonesia Stock Exchange (IDX) during the 2019-2023 period. The purposive sampling technique resulted in 22 company samples from 30 hotel, restaurant and tourism sub-industry companies listed on the Indonesia Stock Exchange (IDX) for the 2019-2023 period.

Keywords: *current ratio*, managerial ownership, institutional ownership, independent commissioners, *return on assets*.