

## **ABSTRACT**

*Financial performance is an important indicator that reflects a company's ability to manage its resources effectively to generate profits and sustain business continuity. In insurance companies listed on the Indonesia Stock Exchange during the 2017–2024 period, the development of liquidity, leverage, and premium growth did not always correspond with changes in Return on Assets (ROA). In addition, previous studies have produced inconsistent findings regarding the relationship between these variables and financial performance. Therefore, this study aims to examine the effects of liquidity, leverage, and premium growth on financial performance, with firm size and firm age serving as control variables.*

*This study employs a quantitative approach using secondary data obtained from Bloomberg. The sample was selected through purposive sampling, resulting in 15 insurance companies with a total of 120 observations. Financial performance is proxied by Return on Assets (ROA), while the independent variables consist of liquidity, leverage, and premium growth. Firm size and firm age are included as control variables. The analysis method used is panel data regression using EViews 13.*

*The results indicate that the research model is jointly significant in explaining the financial performance of insurance companies. Partially, leverage has a negative and significant effect on ROA, whereas liquidity and premium growth have no significant effect on ROA. Furthermore, firm size has a significant effect on ROA, while firm age has no significant effect.*

*Keywords: Financial Performance, Liquidity, Leverage, Premium Growth, Return on Assets, Insurance Companies*

