

## **ABSTRACT**

*The purpose of this study was to examine the effect of leverage on corporate performance and diversity of the products as measured by the Herfindahl index as a moderating variable.*

*Population of this research using public traded insurance companies listed on the Indonesia Stock Exchange during the period 2007-2014. The determination of sample in this research is done by using purposive sampling method. The total number of samples in this study was 88 samples. After passing the data processing stage, there were 8 samples that were not relate to purposive sampling method and 17 of data outliers, so the final number of viable sample is 63 sample. The Method of analysis in this study is using multiple regression analysis.*

*Hypothesis test results showed that the leverage has a positive and significant impact on the performance of the company and product diversity have a significant effect moderating the relationship.*

*Keywords : leverage, the company's performance, diversity of products, the insurance company*