

## ABSTRACT

*The aim of this study is to investigate the impact of corporate governance, Cash Holdings, and business models on firm value in financial sector companies listed on the Indonesia Stock Exchange (IDX).*

*The sample in this study consisted of financial sector companies on the Indonesia Stock Exchange in the period 2017 - 2019. Sampling was carried out using a purposive sampling method. The total sample of this research is 31 companies.*

*The data used in this study is sourced from the company's annual report. This study uses multiple regression analysis for hypothesis testing. The results of this study shows that board size and independence of the director is not significant to firm value. Audit quality, Cash Holdings, and business models are significant for firm value.*

*Keywords: Cash Holdings, corporate governance, business models, firm value*