

RINGKASAN

Semakin berkembangnya persaingan bisnis yang ketat, memunculkan risiko dan tantangan yang harus dihadapi perusahaan terutama pada aspek keuangan. Pengambilan keputusan keuangan dinilai semakin penting untuk keberlangsungan bisnis suatu perusahaan, apabila salah dalam mengambil keputusan akan memberikan dampak buruk. Berdasarkan hal tersebut, penggunaan praktik-praktik seperti *Corporate Social Responsibility*, *Gender Diversity*, dan *Intellectual Capital* dapat memberikan dampak yang baik dan mampu mengurangi masalah keuangan.

Penelitian ini merupakan penelitian kuantitatif asosiatif yang menggunakan data sekunder pada perusahaan *Consumer Cyclical* yang terdaftar di Bursa Efek Indonesia (BEI) dengan periode penelitian adalah tiga tahun dari 2021-2023. Penelitian ini bertujuan untuk mengetahui pengaruh *Corporate Social Responsibility*, *Gender Diversity*, dan *Intellectual Capital* terhadap *Financial Distress* pada perusahaan *Consumer Cyclical* yang terdaftar di Bursa Efek Indonesia dari tahun 2021-2023. Populasi dalam penelitian ini adalah perusahaan *Consumer Cyclical* yang terdaftar di Bursa Efek Indonesia. Metode pemilihan sampel menggunakan teknik *Purposive Sampling* dengan total 57 observasi.

Berdasarkan hasil penelitian dan analisis data menggunakan SPSS 26 menunjukkan bahwa: (1) *Corporate Social Responsibility* berpengaruh negatif terhadap *Financial Distress* (2) *Gender Diversity* berpengaruh positif terhadap *Financial Distress* (3) *Intellectual Capital* berpengaruh positif terhadap *Financial Distress*.

Implikasi dari kesimpulan di atas yaitu dalam upaya menurunkan masalah *financial distress* perusahaan *consumer cyclical* dapat lebih meningkatkan penerapan item-item pengungkapan *Corporate Social Responsibility*, memperhatikan susunan dewan direksi terutama pada *gender diversity* karena hal ini dapat mempengaruhi kinerja manajemen, dan Perusahaan *consumer cyclical* diharapkan mampu mengelola *intellectual capital*.

Kata Kunci: Corporate Social Responsibility, Gender Diversity, Intellectual Capital, Financial Distress

SUMMARY

The development of fierce business competition raises the risks and challenges that companies must face, especially in the financial aspect. Financial decision making is considered increasingly important for the sustainability of a company's business, if the wrong decision will have a negative impact. Based on this, the use of practices such as Corporate Social Responsibility, Gender Diversity, and Intellectual Capital can have a good impact and be able to reduce financial problems.

This research is an associative quantitative study that uses secondary data on Consumer Cyclical companies listed on the Indonesia Stock Exchange (IDX) with a research period of three years from 2021-2023. This study aims to determine the effect of Corporate Social Responsibility, Gender Diversity, and Intellectual Capital on Financial Distress in Consumer Cyclical companies listed on the Indonesia Stock Exchange from 2021-2023. The population in this study are Consumer Cyclical companies listed on the Indonesia Stock Exchange. The sample selection method used Purposive Sampling technique with a total of 57 observations.

Based on the results of research and data analysis using SPSS 26, it shows that: (1) Corporate Social Responsibility has a negative effect on Financial Distress (2) Gender Diversity has a positive effect on Financial Distress (3) Intellectual Capital has a positive effect on Financial Distress.

The implications of the above conclusions are that in an effort to reduce financial distress problems, consumer cyclical companies can further improve the application of Corporate Social Responsibility disclosure items, pay attention to the composition of the board of directors, especially on gender diversity because this can affect management performance, and consumer cyclical companies are expected to be able to manage intellectual capital.

Keywords: Corporate Social Responsibility, Gender Diversity, Intellectual Capital, Financial Distress