

**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *family CEO* dan pengaruh moderasi dari usia *family CEO* yang lebih muda terhadap kinerja perusahaan di Indonesia dan Malaysia. Penelitian ini menggunakan ROA dan Tobin's Q sebagai proksi untuk mengukur kinerja perusahaan. Penelitian ini dilakukan pada perusahaan keluarga di sektor barang konsumsi yang terdaftar di Bursa Efek Indonesia dan Bursa Malaysia pada tahun 2012-2016. Metode analisis regresi yang digunakan dalam penelitian ini yaitu metode analisis regresi linier berganda dan analisis regresi moderasi. Hasil penelitian menunjukkan bahwa: (1) *Family CEO* tidak berpengaruh terhadap ROA dan Tobin's Q serta usia *family CEO* yang lebih muda tidak memoderasi pengaruh *family CEO* terhadap ROA dan Tobin's Q di perusahaan keluarga di Indonesia, (2) *Family CEO* tidak berpengaruh terhadap Tobin's Q namun berpengaruh positif terhadap ROA dan usia *family CEO* yang lebih muda memoderasi positif pengaruh *family CEO* terhadap Tobin's Q namun tidak memoderasi pengaruh *family CEO* terhadap ROA di perusahaan keluarga di Malaysia, serta (3) Terdapat perbedaan kinerja *family CEO* di perusahaan sektor barang konsumsi di Indonesia dan Malaysia dengan rata-rata kinerja di Indonesia mempunyai nilai yang lebih tinggi.

**Kata kunci:** *CEO keluarga, perusahaan keluarga, kinerja perusahaan, karakteristik CEO, Indonesia, Malaysia.*

**ABSTRACT**

*This study examines how family CEO affects the performance of the companies in Indonesia and Malaysia and also examines the moderating effect of young family CEO towards firm performance. This study is using ROA and Tobin's Q as the proxies for firm performance. This study was conducted on family firm in consumer products sector listed in Indonesia Stock Exchange and Bursa Malaysia from 2012 to 2016 periods. This study is also performed multiple regression analysis and moderating regression analysis as the analytical methods using SPSS software version 20. The findings reveal that : (1) Family CEO has no relationship with ROA and Tobin's Q and young family CEO has no moderating effect with ROA and Tobin's Q in family firm in consumer products sector in Indonesia, (2) Family CEO has no relationship with Tobin's Q but has positive relationship with ROA and young family CEO positively moderates the relationship between family CEO and Tobin's Q but has no moderating effect between family CEO and ROA in family firm in consumer products sector in Malaysia, and (3) There are differences in performance of family CEO in consumer products sector companies in Indonesia and Malaysia with the mean value of Indonesia is higher than Malaysia.*

**Keywords:** *Family CEO, Family Firms, Firm Performance, CEO characteristics, Indonesia, Malaysia.*