

## **ABSTRACT**

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### **THE DETERMINANTS OF RETURN ON EQUITY FOR PROPERTY AND REAL ESTATE COMPANIES LISTED ON INDONESIA STOCK EXCHANGE**

(xvi + 74 pages; 6 figures; 17 tables; 2 appendixes)

The property and real estate business will continue to grow, as seen by the rising number of buildings, offices, malls, hotels and housing units each year. For the sake of their company continuity, these companies compete with one another to gain market share, expand and survive. One of the primary objectives of starting a business is to achieve a high level of profitability.

The purpose of this research is to analyse whether variables such as firm size, sales growth and debt to equity have a partial or simultaneous effect on return on equity. This is a quantitative research with a purposive sampling method as the selected sampling method to be used. The data is secondary data derived from Indonesia Stock Exchange. In total, companies that meet the criteria in sampling for this study amount to 16 companies from 2018-2020, resulting in a total of 48 data.

The results of the research show that firm size has no significant effect towards return on equity, sales growth has a significant effect towards return on equity and debt to equity has a significant effect towards return on equity of property and real estate companies listed in Indonesia Stock Exchange for the year 2018-2020. Simultaneous results show that firm size, sales growth and debt to equity have a significant effect towards return on equity.

**Keywords: Firm Size, Sales Growth, Debt to Equity, Return on Equity**

References: 37 (2016-2020)

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(xvi + 74 halaman; 6 gambar; 17 tabel; 2 lampiran)

*Bisnis properti dan real estate akan terus berkembang, terlihat dari meningkatnya jumlah gedung, perkantoran, mall, hotel dan unit perumahan setiap tahunnya. Untuk mempertahankan kelangsungan bisnis mereka, perusahaan-perusahaan saling bersaing untuk mendapatkan pangsa pasar, berkembang dan bertahan. Salah satu tujuan utama memulai bisnis adalah untuk mencapai tingkat profitabilitas yang tinggi.*

*Penelitian ini bertujuan untuk menganalisis apakah variabel-variabel seperti ukuran perusahaan, pertumbuhan penjualan dan debt to equity berpengaruh secara parsial maupun simultan terhadap return on equity. Penelitian ini merupakan penelitian kuantitatif dengan teknik purposive sampling sebagai metode pengambilan sampel yang digunakan. Data yang digunakan adalah data sekunder yang diambil dari Bursa Efek Indonesia. Secara menyeluruh, perusahaan yang memenuhi kriteria pengambilan sampel berjumlah 16 perusahaan dalam kurun waktu 2018 sampai dengan 2020, sehingga diperoleh total data yang berjumlah 48.*

*Berdasarkan hasil penelitian ini, secara parsial, ukuran perusahaan tidak memiliki pengaruh signifikan terhadap return on equity, pertumbuhan penjualan berpengaruh signifikan terhadap return on equity dan debt to equity berpengaruh signifikan terhadap return on equity. Hasil simultan menunjukkan bahwa ukuran perusahaan, pertumbuhan penjualan dan debt to equity berpengaruh signifikan terhadap return on equity.*

***Kata Kunci: Ukuran Perusahaan, Pertumbuhan Penjualan, Debt to Equity, Return on Equity***

***Referensi: 37 (2016-2020)***