

ABSTRACT

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THE INFLUENCE OF LIQUIDITY (CR), ACTIVITY (TATO), LEVERAGE (DER) AND COMPANY GROWTH (SG) TOWARD PROFITABILITY (ROA) BASED ON THE MARKET CAPITALIZATION OF BASIC INDUSTRY AND CHEMICAL COMPANY LISTED ON INDONESIA STOCK EXCHANGE PERIOD 2018-2022

(xvi+127 pages; 11 figures; 25 tables; 9 appendices)

One of the most crucial factors in assessing a company's performance is its profitability. For a company to have a strong financial statement and potentially draw in investors, it is imperative that it strives for maximum profit maximization.

The goal of this research is to analyze the influence of current ratio, total asset turnover, debt to equity ratio, and sales growth on return on assets by using quantitative research. The secondary data from basic industry and chemical listed on the Indonesia Stock Exchange for the years 2018–2022 was used that 22 companies are chosen as the sample with the total of 110 research samples from the total population of 93 companies using the purposive sampling method. The sample of this research will be divided into two groups: 55 samples for big market capitalization and 55 samples for small market capitalization. The multiple linear regression model is used as the model analysis in this study by using SPSS version 25.

The result of this research shows that in big market capitalization basic industry and chemical companies, Current Ratio has insignificant influence towards Return on Assets. Total Asset Turnover has significant influence towards Return on Assets. Debt to Equity Ratio has significant influence towards Return on Assets. Sales Growth has insignificant influence towards Return on Assets. Meanwhile, Current Ratio, Total Asset Turnover, Debt to Equity Ratio and Sales Growth simultaneously have significant influence towards Return on Assets. In small market capitalization companies, Current Ratio has significant influence towards Return on Assets. Total Asset Turnover has insignificant influence towards Return on Assets. Debt to Equity Ratio has insignificant influence towards Return on Assets. Sales Growth has insignificant influence towards Return on Assets. Meanwhile, Current Ratio, Total Asset Turnover, Debt to Equity Ratio and Sales Growth simultaneously have significant influence towards Return on Assets.

Keywords: Current Ratio, Total Asset Turnover, Debt to Equity Ratio, Sales Growth, Return on Assets

References: 46 (2009-2023)

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Salah satu faktor terpenting dalam menilai kinerja suatu perusahaan adalah profitabilitasnya. Agar suatu perusahaan memiliki laporan keuangan yang kuat dan berpotensi menarik investor, maka perusahaan harus berupaya memaksimalkan keuntungan secara maksimal.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Current Ratio, Total Asset Turnover, Debt to Equity Ratio, dan Sales Growth terhadap Return On Asset dengan menggunakan penelitian kuantitatif. Data sekunder yang digunakan adalah industri dasar dan kimia yang terdaftar di Bursa Efek Indonesia tahun 2018–2022. Dengan menggunakan purposive sampling method, 22 perusahaan dipilih sebagai sampel dari total populasi 93 perusahaan sehingga menghasilkan total 110 sampel penelitian. Sampel penelitian ini akan dibagi menjadi dua kelompok: 55 sampel untuk kapitalisasi pasar besar dan 55 sampel untuk kapitalisasi pasar kecil. Model regresi linier berganda digunakan sebagai model analisis dalam penelitian ini dengan menggunakan SPSS versi 25.

Hasil penelitian menunjukkan bahwa pada perusahaan industri dasar dan kimia yang mempunyai kapitalisasi pasar besar, Current Ratio berpengaruh tidak signifikan terhadap Return on Assets. Total Asset Turnover mempunyai pengaruh signifikan terhadap Return on Assets. Debt to Equity Ratio mempunyai pengaruh signifikan terhadap Return on Assets. Sales Growth berpengaruh tidak signifikan terhadap Return on Assets, sedangkan Current Ratio, Total Asset Turnover, Debt to Equity Ratio dan Sales Growth secara simultan mempunyai pengaruh signifikan terhadap Return on Assets. Pada perusahaan dengan kapitalisasi pasar kecil, Current Ratio mempunyai pengaruh yang signifikan terhadap Return on Assets. Total Asset Turnover berpengaruh tidak signifikan terhadap Return on Assets. Debt to Equity Ratio berpengaruh tidak signifikan terhadap Return on Assets. Sales Growth berpengaruh tidak signifikan terhadap Return on Assets, sedangkan Current Ratio, Total Asset Turnover, Debt to Equity Ratio dan Sales Growth secara simultan mempunyai pengaruh signifikan terhadap Return on Assets.

Keywords: Current Ratio, Total Asset Turnover, Debt to Equity Ratio, Sales Growth, Return on Assets

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