

ABSTRACT

Joscelyn Antonius (02619220034)

ANALISIS KOMPARASI STRUKTUR MODAL, TOTAL ASSET TURNOVER, LIKUIDITAS, GROSS PROFIT MARGIN DAN KINERJA KEUANGAN TERHADAP PERUSAHAAN BESAR & PERUSAHAAN KECIL DI PERUSAHAAN INDUSTRI KONSUMSI BURSA EFEK INDONESIA
(CXX+ 122 halaman; 4 gambar; 24 tabel; 3 lampiran)

This research analyses the influence of capital structure, total asset turnover, liquidity, gross profit margin and financial performance of large companies and small companies on the Indonesian Stock Exchange Consumption Industry Companies during the period from January 2018 to December 2022. Using regression analysis, the findings reveal that total asset turnover and gross profit margin have a positive impact on both company size, while capital structure and liquidity show negative impact on both stock size.

The determination Capital Structure, Total Asset Turnover, Liquidity, and Gross Profit Margin on Return on Assets is 69.5%, while the remaining 30.5% is influenced by variables. With 295 samples obtained through purpose sampling, this research provides valuable insights for financial stakeholders, investors, and policymakers. These results lay the foundation for designing more effective investment strategies and risk management in response to the dynamics of the Indonesian capital market during the study period. The study has the potential to serve as a basis for further research and makes a significant contribution to understanding the complex relationship between the factors and financial performance.

Referensi: 25

Keyword: Capital Structure, Total Asset Turnover, Liquidity, Gross Profit Margin and Financial Performance Indonesia Stock Exchange.