

ABSTRAK

Tujuan utama pendirian perusahaan adalah untuk memaksimalkan profitabilitas. Kemampuan perusahaan menghasilkan profit yang maksimal merupakan hal penting dalam menilai kinerja keuangan perusahaan. Kinerja keuangan perusahaan dapat dinilai menggunakan analisis rasio keuangan. Penelitian ini bertujuan untuk meneliti pengaruh rasio perputaran total aset, perputaran piutang dan *debt to equity ratio* terhadap profitabilitas perusahaan yang diukur dengan *return on asset*.

Populasi penelitian terdiri dari 8 perusahaan farmasi di Bursa Efek Indonesia periode 2012 sampai dengan 2016 yang diambil dengan menggunakan teknik *purposive sampling*. Penelitian ini menggunakan teknik analisis regresi linier berganda dengan uji asumsi klasik, uji F dan uji t dengan alat bantu aplikasi SPSS versi 23.

Hasil penelitian menunjukkan perputaran total aset berpengaruh positif dan signifikan terhadap *return on asset*. *Debt to equity ratio* berpengaruh negatif dan signifikan terhadap *return on asset*. Sedangkan perputaran piutang berpengaruh negatif dan tidak signifikan terhadap *return on asset*. Hasil Uji F menunjukkan model persamaan regresi linier berganda layak digunakan dalam penelitian.

Kata kunci : Perputaran Total Aset, Perputaran Piutang, *Debt to Equity Ratio*, *Return On Asset (ROA)*.

ABSTRACT

This research aimed to maximize the profitability. The capability to produce a maximal profit is an important role to measure the company's financial performance. The company financial performance was measured by financial ratio analysis. This research aimed to observe the effect of total asset turnover ratio, receivable turnover and debt to equity ratio to the company's profitability which was measured by return on asset.

The population of this research consist of 18 pharmacy companies at Indonesia Stock Exchange in 2012 until 2016 periods. They were taken by purposive sampling technique. This research used multiple linear regressions analysis technique with classic assumption test, F test and t test with the instrument of SPSS 23 version.

The result of this research showed that total asset gave positive and significant effect on the return on asset. Debt to equity ratio gave negative and significant effect on the return on asset. Meanwhile, receivable turnover gave negative and insignificant effect on the return on asset. The result of F test showed that equation model of multiple linear regressions was feasible to use for research.

Keywords: Total Asset Turnover, Receivable Turnover, Debt to Equity Ratio, Return On Asset (ROA).