

ABSTRAK

Keberhasilan suatu perusahaan dapat ditandai dengan kinerja keuangan yang baik dari pencapaian keuntungan dan pertumbuhan perusahaan tersebut. Dengan memperoleh laba yang maksimal, perusahaan dapat meningkatkan mutu produk dan melakukan investasi baru. Tujuan dilakukannya penelitian ini ialah mengetahui bagaimana pengaruh likuiditas, solvabilitas, dan aktivitas terhadap profitabilitas pada perusahaan rokok yang terdaftar di Bursa Efek Indonesia 2011-2018. Pengambilan sampel penelitian ini menggunakan Teknik sampel jenuh, sehingga dalam penelitian ini digunakan seluruh populasi sebanyak 4 perusahaan rokok. Sedangkan teknik analisis yang digunakan dalam penelitian ini menggunakan Teknik analisis regresi linier berganda. Hasil pengujian hipotesis menunjukkan bahwa (1) likuiditas (CR) berpengaruh negatif tidak signifikan (2) solvabilitas (DAR) berpengaruh negatif signifikan (3) aktivitas (TATO) berpengaruh signifikan terhadap profitabilitas (ROA). Pengujian dengan menggunakan koefisien determinasi diperoleh nilai R square sebesar 68,6%. Sehingga hasil tersebut menunjukkan bahwa profitabilitas berhasil dipengaruhi oleh CR, DAR, TATO sebesar 68,6% dan sisanya 31,4% dipengaruhi oleh variabel lain.

Kata kunci: likuiditas, solvabilitas, aktivitas dan profitabilitas



ABSTRACT

Company success comes from better financial performance with higher profit and its firm growth. As the result, by having maximum profit, the company can increase its product quality and has new investment. Therefore, the research aimed to find out the effect of liquidity, solvability, and activity on the profitability of cigarette companies which were listed on Indonesia Stok Exchange 2011-2018. While, the data collection technique used saturated sampling, in which all population was used as sample. Moreover, there was 4 cigarette companies as sample. Furthermore, the data analysis technique used multiple linear regression. From the hypothesis test, it concluded as follows: (1) liquidity (CR) had negative but insignificant effect on the profitability (ROA), (2) solvability (DAR) had negative and significant effect on the profitability (ROA), and (3) activity (TATO) had signifikan effect on the profitability (ROA). In addition, from determination coefficient, it had R square of 68.6%. In other words, the profitability had successfully affected by CR, DAR, TATO with 68.6%, with the rest of 31.4% was affected by other variables.

Keyword: *liquidity, solvability, activity, profitability.*

