

## ABSTRAK

Perkembangan produk kosmetik di Indonesia menjadi salah satu potensi pasar kosmetik yang cukup besar dalam generasi *milenial*. Penelitian ini didasari oleh adanya fenomena dalam dunia bisnis *Cosmetics and Households*, mengalami penurunan penjualan secara drastis akibat pandemi Covid-19 bahkan banyak sekali perusahaan yang harus melakukan berbagai upaya, termasuk berinovasi untuk bisa bertahan menjalankan usaha di tengah pandemi Covid-19.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh ukuran perusahaan, profitabilitas dan likuiditas terhadap struktur modal pada perusahaan *Cosmetics and Households* yang terdaftar di BEI. Ukuran perusahaan diukur dengan *size*, profitabilitas diukur dengan *return on equity*, sedangkan likuiditas diukur dengan *current ratio*. Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Berdasarkan metode *purposive sampling* tersebut didapatkan sebanyak 6 sampel perusahaan *Cosmetics and Households* dari 7 perusahaan *Cosmetics and Households* yang terdaftar di Bursa Efek Indonesia selama tahun 2014-2020. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 26,0.

Hasil penelitian menunjukkan bahwa ukuran perusahaan tidak berpengaruh signifikan terhadap struktur modal. Sedangkan profitabilitas berpengaruh signifikan terhadap struktur modal dan likuiditas berpengaruh signifikan terhadap struktur modal.

**Kata Kunci:** ukuran perusahaan, profitabilitas, likuiditas, struktur modal

## ABSTRACT

The development of cosmetic products in Indonesia is one of the large potentials for the domestic market in the millennial generation. This research is based on the phenomenon of the Cosmetics and Households business world, experiencing a drastic decline in sales due to the Covid-19 pandemic and even many companies having to make various efforts, including the innovation to survive in the business during the Covid- 19 pandemics.

This research aimed to find out and analyze the effect of firm size, profitability and liquidity on the capital structure at Cosmetics and Households listed in IDX. Firm size was measured by size, profitability was measured by return on equity, liquidity was measured by current ratio. This research used a quantitative method. The sample collection technique used a purposive sampling method. Based on the purposive sampling method, it obtained 6 samples from 7 companies of Cosmetics and Households listed on the Indonesia Stock Exchange in 2014 - 2020. Furthermore, the analysis method of this research used multiple linear regressions analysis with SPSS program 26,0 version.

The research result showed that firm size did not have any effect on the capital structure. Meanwhile, the profitability had a significant effect on the capital structure and liquidity had a significant effect on the capital structure.

**Keywords:** firm size, profitability, liquidity, capital structure.



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M. Faisal, S.Pd., M.Pd

STIESIA Language Center  
Menur Pumpungan 30 Surabaya 60118, Indonesia