

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh ukuran perusahaan, profitabilitas, dan pertumbuhan penjualan terhadap struktur modal. Ukuran perusahaan diukur dengan *firm size*, profitabilitas diukur dengan *return on equity*, dan pertumbuhan penjualan diukur dengan *sales growth*.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah perusahaan *Personal Care Product* yang terdaftar di Bursa Efek Indonesia (BEI). Proses pengambilan sampel menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* didapatkan sampel 7 perusahaan *Personal Care Product*. Data penelitian diambil selama 4 (empat) tahun, yaitu 2019-2022. Teknik analisis data yang dilakukan dengan menggunakan metode Analisis Regresi Linier Berganda dengan bantuan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa ukuran perusahaan positif dan tidak berpengaruh signifikan terhadap struktur modal, profitabilitas positif dan berpengaruh signifikan terhadap struktur modal, sedangkan pertumbuhan penjualan positif dan tidak berpengaruh signifikan terhadap struktur modal.

**Kata kunci:** ukuran perusahaan, profitabilitas, pertumbuhan penjualan, struktur modal.



## ABSTRACT

*This research aimed to examine and analyze the effect of firm size, profitability, and sales growth on capital structure. The firm size was measured by firm size, profitability was measured by Return On Equity, and sales growth was measured by sales growth.*

*The research was quantitative. Furthermore, the population was Personal Care Products companies listed on the Indonesia Stock Exchange (IDX). The data collection technique used purposive sampling ie., a sample selection with determined criteria. In line with that, there were 7 companies as the sample. Moreover, the data were collected for 4 years (2019-2022). The data analysis technique used multiple linear regression analysis with SPSS program 25 version.*

*The result showed that firm size had a positive but insignificant effect on the capital structure of Personal Care Products companies. On the other hand, profitability had a positive and significant effect on the capital structure of Personal Care Products companies. In contrast, sales growth had a positive but insignificant effect on the capital structure of Personal Care Products companies.*

**Keywords:** *Firm Size, Profitability, Sales Growth, Capital Structure*

