

**PENGARUH PEMBELIAN KREDIT KENDARAAN
BERMOTOR TERHADAP PROFITABILITAS PERUSAHAAN
MULTIFINANCE YANG SUDAH GO PUBLIK**

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ABSTRACT

This paper works through how Credit Application influence motor vehicle to Net Profit Margin (NPM) and Return On Equity (ROE), Its aim is subject to be know how big finances which gave by multifinance's firm to ratio – that ratio.

This research is done on 8 multifinance's corporate stocks that go public with year period range 2006 – 2009, method that is utilized in this research is analisis's method simple linear regression.

The hypthosts testing result that influential motor vehicle credit finances to Net Profit Margin (NPM) and Return On Equity (ROE), for research further is suggested for examination by use of ratio variable that variably.

Key word: Finances credit, profitability, Sell growth.