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## ABSTRACT

*As one of trading and retail company, activity and profitability ratio are most important because there is a significant relation to give influence in company profit and market performance.*

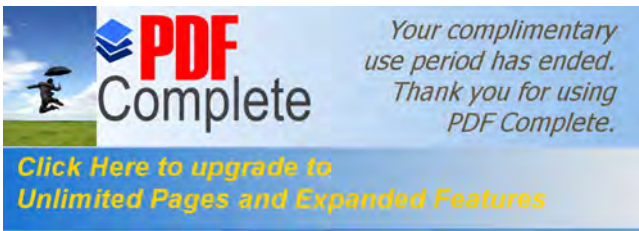
*The objective of this research is to evaluate and valuated how activity and profitability ratio can be influence to market performance for emitter in trading sector and retail sector in Indonesia Stock Exchange. The sample to be analyzed is between 2006 until 2008 with 32 companies for the population that can be conclude there is an influence between activity and profitability ratio to Earning per Share (EPS) but the opposite to the Price Book Value.*

*Based on that condition the writer is also give any suggestion that can be use with the analytical result so can be useful to the company to concerning in their activity ratios which have influence to company Earning per Share.*

*Keyword : Activity, Profitability, Earning per Share and Price Book Value*



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## ABSTRAK

Pada perusahaan dagang dan ritel, dimana perputaran rasio-rasio aktivitas dan profitabilitas sangatlah penting karena memiliki hubungan yang signifikan untuk terhadap laba perusahaan serta kinerja pasar perusahaan.

Penelitian ini bertujuan untuk mengevaluasi dan menilai pengaruh dari rasio aktivitas dan profitabilitas terhadap kinerja pasar pada emiten sektor perdagangan dan retail di Bursa Efek Indonesia. Data yang dianalisa adalah selama tahun 2006 sampai dengan 2008 dengan sampel sebanyak 32 perusahaan yang dapat disimpulkan bahwa terdapat pengaruh rasio aktifitas dan rasio profitabilitas terhadap *Earning Per Share* namun terjadi sebaliknya terhadap *Price Book Value*.

Berdasarkan kondisi tersebut penulis juga memberikan beberapa saran yang mungkin dapat diterapkan agar hasil analisa dapat membantu perusahaan agar memperhatikan rasio-rasio aktivitas yang memiliki pengaruh terhadap *Earning Per Share* perusahaan.

Kata Kunci : Aktivitas, Profitabilitas, *Earning Per Share* dan *Price Book Value*



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