

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kinerja keuangan di perusahaan manufaktur periode 2016-2020 pada PT. Hojeon Limited Indo Networks. Penelitian ini merupakan penelitian lapangan (*field research*) dengan pendekatan kuantitatif. Data dalam penelitian ini diperoleh dari data primer berupa kuesioner. Sampel yang dipergunakan adalah sebanyak 96 responden, dihitung berdasarkan rumus Slovin. Metode pengambilan sampel dengan menggunakan teknik *sampling*. Metode analisis data yang digunakan adalah metode analisis deskriptif, teknis PLS (*Partial Least Square*) melalui *software statistic* Smart PLS, dengan instrument penelitian yaitu kuesioner. Oleh karena itu hasil penelitian ini menyatakan bahwa variabel praktek manajemen keuangan berpengaruh positif dan signifikan terhadap kinerja keuangan, inovasi produk berpengaruh positif dan signifikan terhadap kinerja keuangan dan sosial media berpengaruh positif dan signifikan terhadap kinerja keuangan Perusahaan Manufaktur Periode Tahun 2016-2020 (Studi Kasus pada PT. Hojeon Limited Indo Networks Jakarta Selatan).

Kata kunci: *Praktek Manajemen Keuangan, Inovasi produk, Sosial media dan Kinerja Keuangan.*



ABSTRACT

This study aims to analyze the financial performance of manufacturing companies for the 2016-2020 period at PT. Hojeon Limited Indo Networks. This research is a field research with a quantitative approach. The data in this study were obtained from primary data in the form of a questionnaire. The sample used was 96 respondents, calculated based on the Slovin formula. Sampling method using sampling technique. The data analysis method used is descriptive analysis method, technical PLS (Partial Least Square) through the Smart PLS statistical software, with the research instrument is a questionnaire. Therefore, the results of this study state that the practice of financial management has a positive and significant effect on financial performance, product innovation has a positive and significant effect on financial performance and social media has a positive and significant effect on the financial performance of Manufacturing Companies for the 2016-2020 period (Case Study on PT. Hojeon Limited Indo Networks, South Jakarta).

Keywords: *Financial Management Practices, Product Innovation, Social Media and Financial Performance.*

