

ABSTRACT

This research aims to know the influence of likuidity ratio, solvability ratio, activity ratio and profitability ratio to growth profit on company subsector large, retail trading company, advertising printing and media listed on indonesian stock exchange period 2011-2015. In this research the likuidity ratio with current ratio (CR), solvability ratio with debt to equity ratio (DER), activity ratio with assets turnover (TATO), and profitability ratio with return on assets (ROA). The sample taken are as many as 7 companies. The technique used for samping is purpose sampling. The data analysis technique in the research is regression analysis panel data with fixed effect model. The result showed that current ratio (CR), and debt to equity ratio (DER) have negative significant influence towards growth profit. And total assets turnover (TATO) dan return on assets (ROA) partially have positive significant influence towards the dependant variable, which is growth profit.

Keywords: Growth Profit, Current Ratio, Debt to Equity Ratio, Total Assets Turnover, and Return On Assets.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh rasio likuiditas, solvabilitas, aktivitas, dan profitabilitas terhadap pertumbuhan laba pada perusahaan jasa subsektor perdagangan besar, eceran dan *advertising, printing media* yang terdaftar di BEI periode 2011-2015. Dalam penelitian ini rasio likuiditas menggunakan *current ratio (CR)*, solvabilitas menggunakan *debt to equity ratio (DER)*, aktivitas menggunakan *total assets turnover (TATO)*, dan profitabilitas menggunakan *return on assets (ROA)*. Sampel yang digunakan sebanyak 7 perusahaan. Teknik yang digunakan untuk pengambilan sampel yaitu *purposive sampling*. Metode analisis dalam penelitian ini adalah analisis regresi data panel dengan model *fixed effect*. Hasil penelitian menunjukkan bahwa *current ratio (CR)* dan *debt to equity ratio (DER)* secara partial berpengaruh negatif dan signifikan terhadap variabel dependen yaitu pertumbuhan laba. Dan *total assets turnover (TATO)*, serta *return on assets (ROA)* secara partial berpengaruh positif dan signifikan terhadap pertumbuhan laba.

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