ABSTRAK

Penelitian ini bertujuan untuk mengetahui kinerja keuangan perusahaan PT. unilever indonesia, tahun 2010. Dalam penelitian ini hanya menggunakan satu perusahaan yang dijadikan sampel, dengan mengambil sampel laporan keuangan triwulan PT. Unilever Indonesia tahun 2010 sampai tahun 2019. Metode pengumpulan data menggunakan metode riset internet (online resarch) dengan mengunduh data laporan triwulan PT. Unilever Indonesia Tbk. Metode analisis data menggunakan metode Regresi Liniear Berganda dengan bantuan program software Eviews 12. Hasil penelitian ini menunjukkan bahwa rasio current asset (CR) memiliki pengaruh terhadap kinerja keuangan dan rasio debt to equity ratio (DER) memiliki pengaruh terhadap kinerja keuangan, sedangkan rasio total asset turnover (TATO) tidak memiliki pengaruh terhadap kinerja keuangan.

Kata Kunci: Current Asset, Debt to Equity Ratio, Total Asset Turnover, , Kinerja Keuangan, Profitabilitas

UNIVERSITAS
MERCU BUANA

ABSTRACT

This research aims to determine the financial performance of the company PT. Unilever Indonesia, 2010. In this research, only one company was used as a sample, taking the sample of PT's quarterly financial report. Unilever Indonesia from 2010 to 2019. The data collection method uses internet research methods (online research) by downloading PT quarterly report data. Unilever Indonesia Tbk. The data analysis method uses the Multiple Linear Regression method with the help of the Eviews 12 software program. The results of this study show that the current asset ratio (CR) has an influence on financial performance and the debt to equity ratio (DER) has an influence on financial performance, while the total asset ratio turnover (TATO) has no influence on financial performance.

Keywords: Current Assets, Debt to Equity Ratio, Total Asset Turnover, Financial Performance, Profitability

UNIVERSITAS
MERCU BUANA

v