

ABSTRAK

PENGARUH RASIO LIKUIDITAS, RASIO LEVERAGE, RASIO PROFITABILITAS, RASIO AKTIVITAS TERHADAP RENTABILITAS PADA SEKTOR PERDAGANGAN, JASA DAN INVESTASI YANG TERDAFTAR DI BEI PERIODE 2018-2021

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Sektor perdagangan, jasa dan investasi harus berorientasi pada laba. Namun ditengah persaingan perusahaan pasti memiliki utang yang seharusnya dipenuhi utang jangka pendek maupun utang jangka panjang. Tujuannya pengujian Pengaruh Rasio Likuiditas, Rasio Leverage, Rasio Profitabilitas, Rasio Aktivitas Terhadap Rentabilitas. Pada Sektor Perdagangan, Jasa Dan Investasi Yang Terdaftar Di BEI Periode 2018-2021. Pendekatan kuantitatif berupa angka yang diperoleh setelah mengolah data. Berpopulasi Sektor Perdagangan, Jasa dan Investasi yang terdaftar di BEI Periode 2018-2021 dengan 112 Sampelnya. Metode penganalisis pada regresi linear berganda. Hasil penelitian adalah Likiuditas, Profitabilitas berpengaruh secara parsial terhadap Rentabilitas pada perusahaan Jasa Sektor Perdagangan, Jasa dan Investasi yang terdaftar di Bursa Efek Indonesia. Leverage, Aktivitas tidak berpengaruh secara parsial terhadap Rentabilitas pada perusahaan Jasa Sektor Perdagangan, Jasa, dan Investasi yang terdaftar di Bursa Efek Indonesia. Likuiditas, Leverage, Profitabilitas dan Aktivitas berpengaruh secara simultan terhadap rentabilitas pada Perusahaan Jasa Sektor Perdagangan, Jasa, dan Investasi yang terdaftar di Bursa Efek Indonesia.

Kata Kunci : Likuiditas, Leverage, Profitabilitas, dan Aktivitas

ABSTRACT

THE EFFECT OF LIQUIDITY RATIO, LEVERAGE RATIO, PROFITABILITY RATIO, ACTIVITY TO PROFITABILITY RATIO ON THE TRADE SERVICES AND INVESTMENT SECTORS LISTED ON THE IDX FOR THE PERIOD 2018-2021

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The Trade, Services and Investment sectors must be based on profits. However, in the midst of competition, companies must have debts that should be met in the form of current debt and long-term debt. The goal is to examine the effect of the Liquidity Ratio, Leverage Ratio, Profitability ratio, and Activity to Profitability Ratio on the Trade, Services and Investment Sector Listed On the IDX for the 2018-2021 Period. Quantitative approach in the form of numbers obtained after processing data. Population of Trade, Services and investment sector Listed on IDX for the 2018-2021 period with 112 Samples. Analytical method on multiple linear regression. The results of the study are liquidity, Profitability has a partial effect on profitability in Trade, Services and Investment Sector Service companies listed on the Indonesia Stock Exchange. Leverage, Activity do not have a partial effect on the Profitability of Trade, Services and Investment Sector Service companies listed on the Indonesia Stock exchange. Liquidity, Leverage, Profitability and Activities simultaneously affect Profitability in Service Trading and Investment Sector Service Companies listed on the Indonesia Stock Exchange.

Keywords :Liquidity, Leverage, Profitability, dan Activity