

ABSTRAK

PENGARUH LIKUIDITAS, SOLVABILITAS DAN RENTABILITAS TERHADAP PENDAPATAN PERUSAHAAN PT. ASURANSI YANG TERDAFTAR DI BURSA EFEK INDONESIA

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Penelitian ini bertujuan untuk mengetahui pengaruh variabel likuiditas, solvabilitas dan rentabilitas terhadap pendapatan. Populasi penelitian ini diperoleh 14 perusahaan yang terseleksi menggunakan *purposive sampling* dengan kriteria tertentu sebanyak 10 perusahaan. Jenis data yang digunakan pada penelitian ini adalah data kuantitatif. Sumber data dalam penelitian ini adalah data sekunder. Teknik pengumpulan data dilakukan dengan teknik dokumentasi dan analisis data menggunakan analisis linear berganda. Hasil penelitian secara parsial menunjukkan bahwa likuiditas berpengaruh dan signifikan terhadap pendapatan. Sedangkan solvabilitas dan rentabilitas tidak berpengaruh dan signifikan terhadap pendapatan. Hasil penelitian secara simultan menunjukkan likuiditas, solvabilitas dan rentabilitas berpengaruh terhadap pendapatan.

Kata kunci : Likuiditas, Pendapatan, Rentabilitas, Solvabilitas

ABSTRACT

EFFECT OF LIQUIDITY, SOLVABILITY AND PROFITABILITY ON INCOME PT INSURANCE COMPANIES REGISTERED IN INDONESIA STOCK EXCHANGE

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This study aims to examine the effect of variable Liquidity, solvability, and profitability on income. The research populations were 14 selected companies using a purposive sampling technique by certain criteria consisting of 10 companies. The research used quantitative data. The research used secondary data. The data collection was performed by documentation techniques and the research data were analyzed by using multiple linear. The result showed that partially liquidity has a significant and significant effect on earnings income. While solvability and profitability have no significant and significant effect on income. The result showed that simultaneously liquidity, solvability and profitability had a significant effect on income.

Keywords: *Income, Liquidity, Profitability, Solvability.*