

**PENGARUH CURRENT RATIO (CR), TOTAL ASSET TURN OVER (TATO), DAN
UKURAN PERUSAHAAN TERHADAP PROFITABILITAS (ROA) PERUSAHAAN
MANUFAKTUR PADA SEKTOR INDUSTRI BARANG DAN KONSUMSI YANG
TERDAFTAR DI BURSA EFEK INDONESIA
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¹Olija Sinaga, ²Sri Devi Simarmata, ³Pusva W. Sitinjak, dan ⁴ Lilis Simanjuntak
Program Studi Manajemen
Fakultas Ekonomi Universitas Prima Indonesia

ABSTRACT

The study aims to recognize the effects of Current Ratio (CR), Total Asset Turn Over (TATO), and corporate size against corporate profitability. In this study, the profitability ratio is return on assets (ROA). The population in this study is the entire manufacturing company incorporated into the industrial goods and consumption sector Indonesia Stock Exchange currently registered at 56 companies. The experimental technique is purposive sampling method, so the sample we got was 90 data from the manufacturing sector's industrial goods and consumption companies listed at the Indonesian Stock Exchange in 2014-2018. The data analysis used is multiple linear regression analysis with the test for classic assumptions made by IMB Statistical paskagerfor social science, version 20 for windows. Studies indicate that partial Current Ratio (CR) has a positive and significant impact on profitability. Partial Total Asset Turn Over (TATO) and Firm Size have a negative and insignificant effect on corporate profitability.

Keyword: Current Ratio (CR), Total Assets Turn Over (TATO), Firm Size, Profitability (ROA).