PENGARUH CURRENT RATIO, DEBT TO EQUITY RATIO (DER), LEVERAGE, LIKUIDITAS, RETURN ON ASSETS (ROA) DAN NET PROFIT MARGIN TERHADAP PROFITABILITAS PERUSAHAAN MAKANAN DAN MINUMAN YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI)

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ABSTRAK

Studi ini dilaksanakan guna menginvestigasi dampak dari instrumen rasio keuangan yang mdncakup Current Ratio, Debt to Equity Ratio, leverage, likuiditas, Return on Asset serta Net Profit Margin terhadap fluktuasi laba bersih perusahaan. Fokus observasi diarahkan pada entitas bisnis di industri makanan dan minuman yang tercatat oada otoritas Bursa Efek Indonesia (BEI) sepanjang kurun waktu 2022 hingga 2024. Melalui skema kuantitatif, penentuan sampel riset menggunakan kriteria spesifik melalui metode *Purposive Sampling*, yang kemudian diuji menggunakan kerangka analisis regresi multivariat.

Temuan empiris secara parsial menunjukkan bahwa variabel likuiditas, rasio lancar, struktur modal (DER), dan leverage tidak memberikan pengaruh nyata karena angka signifikansinya melampaui limit 0,05. Sebaliknya, parameter efisiensi penggunaan aset (ROA) dan margin keuntungan (NPM) terbukti menjaddi determinan positif yang signifikan dalam memperkuat profitabilitas perusahaan dengan capaian signifikansi di bawah ambang 0,05. Berdasarkan evaluasi model regresi, besaran R Square terdeteksi di angka 0,839. Sementara itu, merujuk pada nilau Adjusted R Square, kemampuan variabel independen dalam mendefinisikan variabel dependen adalah sebesar 66%, dengan sisa deviasi sebesar 34% yang dikaitkan dengan faktor eksternal di luar model penelitian ini.

Kata Kunci: Rasio keuangan, Profitabilitas perusahan, industri makanan dan minuman, BEI

THE EFFECT OF CURRENT RATIO, DEBT TO EQUITY RATIO (DER), LEVERAGE, LIQUIDITY, RETURN ON ASSETS (ROA) AND NET PROFIT MARGIN ON THE PROFITABILITY OF FOOD AND BEVERAGE COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE (IDX)

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ABSTRACT

This study was conducted to investigate the impact of financial ratio instruments, including the Current Ratio, Debt to Equity Ratio (DER), leverage, liquidity, Return on Assets (ROA), and Net Profit Margin (NPM), on fluctuations in corporate net profit. The observation focuses on business entities in the food and beverage industry listed on the Indonesia stock exchange (IDX) during the period 2022-2024. Using a quatitative approach, the research sampel was determined based on specific criteria trough purposive samplin, which was subsequently analyzed using a multivariate regression framework.

The partial empirical findings indicate that liquidity, current ratio, capital structure (DER), and leverage do not have a significant effect, as their significance values exceed the treshold og 0,05. In contrast, asset utillization efficiensy (ROA) and profit margin (NPM) are proven to be positive and significant determinants in enhancing company profitability, with significance levels below 0,05. Based on the regression model evaluation, the R-Square value is recorded at 0,839. Meanwhile, referring to the Adjusted R-Square value, the independent variables explain 66% of the variation in the dependent variable, while the remaining 34% is attributed to external factors outside the scope of this research model.

Keywords: Financial ratios, Company Profitability, Food and beverage industry, IDX