

## **ABSTRACT**

***Analysis Total Assets Turnover, Debt To Equity Ratio and Net Profit Margin to Return On Equity at PT. Mayora Indah Tbk***

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***Under the Guidance :***

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*The objective of this research was to know and analyze about Total Assets Turnover, Debt To Equity Ratio and Net Profit Margin to Return On Equity at PT. Mayora Indah Tbk. The Method of this reserach used descriptive correlational method. To analyze the data, the researcher used Multiple Linear Regresion and Determination Coefficient.*

*Simultaneously based on the result, Total Assets Turnover, Debt To Equity Ratio and Net Profit Margin are significant effect to Return On Equity. And partially showed that Total Assets Turnover, Debt To Equity Ratio and Net Profit Margin significant effect on Return On Equity.*

*Key worrd : Total Assets Turnover, Debt To Equity Ratio, Net Profit Margin, and Return On Equity.*

## **ABSTRAK**

**Pengaruh *Total Assets Turnover*, *Debt To Equity Ratio* dan *Net Profit Margin* terhadap *Return On Equity* pada PT. Mayora Indah Tbk**

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**Dibawah Bimbingan :**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Total Assets Turnover*, *Debt To Equity Ratio* dan *Net Profit Margin* terhadap *Return On Equity* pada PT. Mayora Indah Tbk. metode penelitian yang digunakan adalah metode Deskriptif dan Korelasional. Alat analisis yang digunakan adalah Regresi Linier Berganda dan Koefisien Determinasi.

Berdasarkan hasil penelitian diketahui bahwa secara simultan *Total Assets Turnover*, *Debt To Equity Ratio* dan *Net Profit Margin* berpengaruh signifikan terhadap *Return On Equity*. Sedangkan secara parsial *Total Assets Turnover*, *Debt To Equity Ratio* dan *Net Profit Margin* berpengaruh positif dan signifikan terhadap *Return On Equity*.

Kata Kunci : *Total Assets Turnover*, *Debt To Equity Ratio*, *Net Profit Margin*, dan *Return On Equity*.