

ABSTRACT

**THE EFFECT OF NET PROFIT MARGIN, TOTAL ASSETS TURNOVER,
AND CURRENT RATIO ON RETURN ON ASSETS**

(Case on PT AirAsia Indonesia Tbk)

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The objective of this study was to find out and analyze (1) the influence of Net Profit Margin, Total Assets Turnover, and Current Ratio on Return On Assets, (2) influence of Net Profit Margin on Return On Assets, (3) influence of Total Assets Turnover on Return On Assets , (4) influence of the Current Ratio on Return On Assets at PT AirAsia Indonesia Tbk for the 2013-2022 period The analysis technique used is multiple regression, coefficient of determination, and hypothesis testing. The results of the analysis show that the Net Profit Margin, Total Assets Turnover, Current Ratio, and Return On Assets at PT AirAsia Indonesia Tbk for the 2013-2022 period have fluctuated. Net Profit Margin has a significant effect on Return On Assets, while Total Assets Turnover and Current Ratio have no significant effect on Return On Assets at PT AirAsia Indonesia Tbk for the 2013-2022 period.

Keyword: Net Profit Margin, Total Assets Turnover, Current Ratio, Return On Assets