

ABSTRACT

**THE EFFECT OF TOTAL ASSET TURNOVER AND
NET PROFIT MARGIN ON RETURN ON ASSET
AT PT UNILEVER INDONESIA TBK.**

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The objective of this research was to find out the effect of Total Asset Turnover and Net Profit Margin on Return on Asset at PT Unilever Indonesia Tbk. The period used in this research was 20 (twenty) years, starting from 2003-2022. The research method used in this research was a verification research type, explanatory research level, quantitative research characteristics, and survey research methods. The analysis used was Multiple Linear Regression and the Coefficient of Determination. Based on the research results, it was known that Total Asset Turnover and Net Profit Margin has a significant effect on Return on Asset at PT Unilever Indonesia Tbk.

Keywords: Total Asset Turnover, Net Profit Margin, Return on Asset

ABSTRAK

PENGARUH *TOTAL ASSET TURNOVER* DAN *NET PROFIT MARGIN* TERHADAP *RETURN ON ASSET* PADA PT UNILEVER INDONESIA TBK.

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Tujuan dari penelitian ini untuk mengetahui pengaruh *Total Asset Turnover* dan *Net Profit Margin* terhadap *Return on Asset* pada PT Unilever Indonesia Tbk. Periode yang digunakan dalam penelitian ini sebanyak 20 (dua puluh) tahun, yaitu mulai dari 2003-2022. Metode penelitian yang digunakan pada penelitian ini yaitu menggunakan jenis penelitian Verifikatif, taraf penelitian Eksplanatori, sifat penelitian Kuantitatif dan metode penelitian Survei. Analisis yang digunakan Regresi Linear Berganda dan Koefisien Determinasi. Berdasarkan hasil penelitian diketahui bahwa *Total Asset Turnover* dan *Net Profit Margin* berpengaruh signifikan terhadap *Return on Asset* pada PT Unilever Indonesia Tbk.

Kata kunci: *Total Asset Turnover, Net Profit Margin, Return on Asset*