

ABSTRACT

THE INFLUENCE OF CURRENT RATIO (CR), DEBT TO EQUITY RATIO (DER) AND TOTAL ASSET TURNOVER (TATO) ON THE COMPANY'S FINANCIAL PERFORMANCE AT PT ACE HARDWARE INDONESIA TBK.

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The objective of this research was to determine and analyze whether or not there is an influence between Current Ratio (CR), Debt to Equity Ratio (DER) and Total Asset Turnover (TATO) on the Company's Financial Performance at PT ACE Hardware Indonesia Tbk. The data used is secondary data obtained from the financial statements of PT ACE Hardware Indonesia Tbk. The research method used is the survey method. The analytical tool used is Multiple Linear Regression and the Coefficient of Determination. Based on the results of the study, it is known that Partially Current Ratio (CR) and Debt to Equity Ratio (DER) have no effect on the company's financial performance while Total Asset Turnover (TATO) affects the Company's financial performance.

Keywords: Current Ratio (CR), Debt to Equity Ratio (DER), Total Asset Turnover (TATO) and Company Financial Performance.