## ABSTRACT

## The Influence Of Total Assets Turnover and Debt to Equity Ratio To Return On Assets (Case Study at PT. Mayora Indah Tbk)

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The purpose of this research were to know and analyze about the influence of Total Assets Turnover and Debt to Equity Ratio To Return On Assets. The method of the research used descriptive method. To analyze the data, this research used multiple regression linear. Partially, based on the result we knew that both of Total Assets Turnover also Debt to Equity Ratio had no significant and negative effect to Return On Assets PT. Mayora Indah Tbk. As well as simultaneously, there was no significant and no effect between Total Assets Turnover and Debt to Equity Ratio To Return On Assets PT. Mayora Indah Tbk. The suggestions of this research were the next researcher is expected to be able to add other independent variabel that might effect the profitability that can be generated by the company and be able to measure financial performance with other financial ratios so as to improve the quality of research result.

Keyword: total asset turnover, debt to equity ratio, return on assets.