

ABSTRACT

EFFECT OF SALES GROWTH, PLOWBACK RATIO, RETURN ON ASSETS (ROA), AND RETURN ON EQUITY (ROE) ON OWN CAPITAL GROWTH (Survey on Retail Trading Companies Listed on Indonesia Stock Exchange 2015-2019)

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This research aims to find out (1) sales growth, plowback ratio, return on assets (ROA), and return on equity (ROE) to its own capital growth in retail trading companies listed on the Indonesia Stock Exchange, (2) The influence of sales growth, plowback ratio, return on assets (ROA), and return on equity (ROE) to its own capital growth partially in retail trading companies listed on the Indonesia Stock Exchange, (3) The influence of sales growth, plowback ratio, return on assets (ROA), and return on equity (ROE) on own capital growth simultaneously on retail trading companies listed on the Indonesia Stock Exchange. In this study, based on purposive sampling criteria obtained 10 companies. The data used is secondary data in the form of the company's annual report in 2015-2019 obtained through the official website of the Indonesia Stock Exchange www.idx.co.id. The research method used is a descriptive, quantitative analysis research method with a survey approach. The data analysis technique used is regression analysis of panel data with Eviews 10 tool. Based on the results of research and data processing shows that: (1) Plowback ratio, ROA, and ROE increase every year, while sales growth and own capital growth fluctuate every year. (2) Partially Plowback ratio, ROA, and ROE positively affect own capital growth, while sales growth negatively affects its own capital growth (3) sales growth, plowback ratio, return on assets (ROA), and return on equity (ROE) together have a significant positive effect on own capital growth.

Keywords: Sales Growth, Plowback Ratio, Return On Assets (ROA), Return On Equity (ROE), Own Capital Growth

ABSTRAK

PENGARUH SALES GROWTH, PLOWBACK RATIO, RETURN ON ASSETS (ROA), DAN RETURN ON EQUITY (ROE) TERHADAP PERTUMBUHAN MODAL SENDIRI

(Survei pada Perusahaan Perdagangan Eceran yang Terdaftar di Bursa Efek Indonesia Tahun 2015-2019)

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Penelitian ini bertujuan mengetahui (1) *sales growth*, *plowback ratio*, *return on assets* (ROA), dan *return on equity* (ROE) terhadap pertumbuhan modal sendiri pada perusahaan perdagangan eceran yang terdaftar di Bursa Efek Indonesia, (2) Pengaruh *sales growth*, *plowback ratio*, *return on assets* (ROA), dan *return on equity* (ROE) terhadap pertumbuhan modal sendiri secara parsial pada perusahaan perdagangan eceran yang terdaftar di Bursa Efek Indonesia, (3) Pengaruh *sales growth*, *plowback ratio*, *return on assets* (ROA), dan *return on equity* (ROE) terhadap pertumbuhan modal sendiri secara simultan pada perusahaan perdagangan eceran yang terdaftar di Bursa Efek Indonesia. Dalam penelitian ini, berdasarkan kriteria *purposive sampling* diperoleh 10 perusahaan. Data yang digunakan merupakan data sekunder berupa laporan tahunan perusahaan tahun 2015-2019 yang diperoleh melalui *website* resmi Bursa Efek Indonesia www.idx.co.id. Metode penelitian yang digunakan adalah metode penelitian analisis deskriptif, kuantitatif dengan pendekatan survei. Teknik analisis data yang digunakan adalah analisis regresi data panel dengan alat bantu *Eviews 10*. Berdasarkan hasil penelitian dan pengolahan data menunjukkan bahwa: (1) *Plowback ratio*, ROA, dan ROE meningkat setiap tahun, sedangkan *sales growth* dan pertumbuhan modal sendiri berfluktuasi setiap tahunnya. (2) Secara parsial *Plowback ratio*, ROA, dan ROE berpengaruh positif terhadap pertumbuhan modal sendiri, sedangkan *sales growth* berpengaruh negative terhadap pertumbuhan modal sendiri (3) *sales growth*, *plowback ratio*, *return on assets* (ROA), dan *return on equity* (ROE) secara bersama-sama berpengaruh positif signifikan terhadap pertumbuhan modal sendiri.

Kata kunci: *Sales Growth*, *Plowback Ratio*, *Return On Assets* (ROA), *Return On Equity* (ROE), Pertumbuhan Modal Sendiri