ABSTRACT

THE EFFECT OF TOTAL ASSET TURNOVER, DEBT TO ASSET RATIO, AND DEBT TO EQUITY RATIO, ON RETURN ON INVESTMENT OF PT. SARANA MENARA NUSANTARA Tbk.

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The purpose of this research was to determine and analyze the influence of Total Asset Turnover (TATO), Debt to Asset Ratio (DAR), and Debt to Equity Ratio (DER) on Return on Investment at PT. Sarana Menara Nusantara Tbk. The research method used is Descriptive with Explorative level and Verification with Explanatory level. The analyzing tool used Multiple Linear Regression and coefficient of determination.

Based on the result of the research, it was known that Total Asset Turnover (TATO), Debt to Asset Ratio (DAR), and Debt to Equity Ratio (DER) were predictors of Return on Investment. While partially Total Asset Turnover (TATO) has no effect on Return on Investment, Debt to Asset Ratio (DAR), effected negative and significant on Return on Investment, and Debt to Equity Ratio (DER) has no effect on Return on Investment.

Keywords: *Total Asset Turnover, Debt to Asset Ratio, Debt to Equity Ratio, Return on Investment.*

ABSTRAK

PENGARUH *TOTAL ASSET TURNOVER, DEBT TO ASSET RATIO*, DAN *DEBT TO EQUITY RATIO* TERHADAP *RETURN ON INVESTMENT* PADA PT. SARANA MENARA NUSANTARA Tbk.

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Total Asset Turnover* (TATO)*, Debt to Asset Ratio* (DAR), dan *Debt to Equity Ratio* (DER) terhadap *Return on Investment* pada PT. Sarana Menara Nusantara Tbk. Metode penelitian yang digunakan adalah metode Deskriptif dengan taraf Eksploratif dan Verifikatif dengan taraf Eksplanatori. Alat analisis yang digunakan adalah Regresi Linear Berganda dan Koefisien Determinasi.

Berdasarkan hasil penelitian diketahui bahwa secara simultan *Total Asset Turnover* (TATO)*, Debt to Asset Ratio* (DAR), dan *Debt to Equity Ratio* (DER) merupakan faktor prediktor dari *Return on Investment*. Sedangkan secara parsial *Total Asset Turnover* (TATO) tidak berpengaruh signifikan terhadap *Return on Investment*, *Debt to Asset Ratio* (DAR), berpengaruh negatif dan signifikan terhadap *Return on Investment*, dan *Debt to Equity Ratio* (DER), tidak berpengaruh signifikan terhadap *Return on Investment*.

Kata Kunci: *Total Asset Turnover, Debt to Asset Ratio*, *Debt to Equity Ratio Return on Investment*.