

ABSTRACT

***THE EFFECT OF CURRENT RATIO (CR)
AND FIXED ASSET TURNOVER (FATO)
TO STOCK RETURN
THROUGH NET PROFIT MARGIN (NPM)
(Study at PT. Charoen Pokphand Indonesia Tbk.)***

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The purpose of this research was to determine and analyze the effect of Current Ratio (CR) and Fixed Asset Turnover (FATO) to Net Profit Margin (NPM), as well as to determine and analyze the effect of Current Ratio (CR), Fixed Asset Turnover (FATO) and Net Profit Margin (NPM) to Stock Return at PT. Charoen Pokphand Indonesia Tbk. The research method use is verification and survey methods. The analysis technique used is Multiple Liniear Regression Analysis of Two Structural. Based on the research results, it is known that simultaneously Current Ratio (CR) and Fixed Asset Turnover (FATO) has an effect to Net Profit Margin (NPM), then Current Ratio (CR), Fixed Asset Turnover (FATO) and Net Profit Margin (NPM) has an effect to Stock Return. While partially Current Ratio (CR) has an effect to Net Profit Margin (NPM), Fixed Asset Turnover (FATO) has an effect to Net Profit Margin (NPM), Current Ratio (CR) has no effect to Stock Return, Fixed Asset Turnover (FATO) has an effect to Stock Return, and Net Profit Margin (NPM) has no effect to Stock Return.

Keywords: Current Ratio (CR), Fixed Asset Turnover (FATO), Net Profit Margin (NPM), Stock Return.

ABSTRAK

**PENGARUH *CURRENT RATIO* (CR)
DAN *FIXED ASSET TURNOVER* (FATO)
TERHADAP *RETURN SAHAM*
MELALUI *NET PROFIT MARGIN* (NPM)
(Studi pada PT. Charoen Pokphand Indonesia Tbk.)**

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Current Ratio* (CR) dan *Fixed Asset Turnover* (FATO) terhadap *Net Profit Margin* (NPM), serta untuk mengetahui dan menganalisis pengaruh *Current Ratio* (CR), *Fixed Asset Turnover* (FATO) dan *Net Profit Margin* (NPM) terhadap *Return Saham* pada PT. Charoen Pokphand Indonesia Tbk. Metode penelitian yang digunakan adalah metode survei dan verifikatif. Teknik analisis yang digunakan adalah Analisis Regresi Linier Berganda Dua Struktural. Berdasarkan hasil penelitian, diketahui bahwa secara simultan *Current Ratio* (CR) dan *Fixed Asset Turnover* (FATO) berpengaruh terhadap *Net Profit Margin* (NPM), kemudian *Current Ratio* (CR), *Fixed Asset Turnover* (FATO) dan *Net Profit Margin* (NPM) berpengaruh terhadap *Return Saham*. Sedangkan secara parsial *Current Ratio* (CR) berpengaruh terhadap *Net Profit Margin* (NPM), *Fixed Asset Turnover* (FATO) berpengaruh terhadap *Net Profit Margin* (NPM), *Current Ratio* (CR) tidak berpengaruh terhadap *Return Saham*, *Fixed Asset Turnover* (FATO) berpengaruh terhadap *Return Saham*, dan *Net Profit Margin* (NPM) tidak berpengaruh terhadap *Return Saham*.

Kata Kunci: *Current Ratio* (CR), *Fixed Asset Turnover* (FATO), *Net Profit Margin* (NPM), *Return Saham*.