

ABSTRACT

THE EFFECT OF NET PROFIT MARGIN, CURRENT RATIO, AND DEBT TO EQUITY RATIO ON RETURN ON EQUITY (STUDY AT PT. LANGGENG MAKMUR INDUSTRI TBK)

By:

Anita Nurkamila

NPM 213402123

Supervisor I : Deasy Lestary Kusnandar

Supervisor II : Andina Eka Mandasari

The purpose of this study was to determine the effect of Net Profit Margin, Current Ratio, and Debt to Equity Ratio on Return On Equity at PT. Langgeng Makmur Industri Tbk. This research uses verificative research approach. The data analysis technique used is multiple linear regression with time series data from 2012-2023. The results of this study show that simultaneously Net Profit Margin, Current Ratio, and Debt to Equity Ratio have an effect on Return On Equity. Partially, the results show that Net Profit Margin and Debt to Equity have an effect on Return On Equity, but Current Ratio has no effect on Return On Equity at PT. Langgeng Makmur Industri Tbk.

Keywords: Net Profit Margin, Current Ratio, Debt to Equity, and Return On Equity.

ABSTRAK

PENGARUH *NET PROFIT MARGIN*, *CURRENT RATIO*, DAN *DEBT TO EQUITY RATIO* TERHADAP *RETURN ON EQUITY* (STUDI PADA PT. LANGGENG MAKMUR INDUSTRI TBK)

Oleh:

Anita Nurkamila

NPM. 213402123

Pembimbing I : Deasy Lestary Kusnandar

Pembimbing II : Andina Eka Mandasari

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh *Net Profit Margin*, *Current Ratio*, dan *Debt to Equity Ratio* terhadap *Return On Equity* pada PT. Langgeng Makmur Industri Tbk. Penelitian ini menggunakan penelitian verifikatif. Teknik analisis data yang digunakan adalah regresi linear berganda dengan menggunakan data deret waktu pada periode 2012-2023. Hasil penelitian ini menunjukkan bahwa secara simultan *Net Profit Margin*, *Current Ratio*, dan *Debt to Equity Ratio* berpengaruh terhadap *Return On Equity*. Secara parsial menunjukkan bahwa *Net Profit Margin* dan *Debt to Equity Ratio* berpengaruh terhadap *Return On Equity*, akan tetapi *Current Ratio* tidak berpengaruh terhadap *Return On Equity* pada PT. Langgeng Makmur Industri Tbk.

Kata kunci: *Net Profit Margin*, *Current Ratio*, *Debt to Equity Ratio*, dan *Return On Equity*.