ABSTRACT

THE EFFECT OF LIQUIDITY, SOLVENCY, AND ACTIVITY ON PROFITABILITY
(In the Media & Entertainment Subsector Listed on the Indonesia Stock Exchange)

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This study aims to determine and analyze the influence of Liquidity (Current Ratio), Solvency (Debt to Equity Ratio), and Activity (Total Assets Turn Over) on Profitability (Return On Equity) in the Media & Entertainment Sub-sector Companies for the period 2019-2023. The research method used is descriptive analysis with a quantitative approach. The sampling technique used is purposive sampling. The data used in this study is panel data, which is a combination of time series and cross-sectional data. Data collection techniques were carried out through documentary studies in the form of secondary data from company financial reports The data analysis tool used is panel data regression analysis, coefficient of determination and significance test. The results showed that Current Ratio has no significant effect on Return On Equity, Debt to Equity Ratio and Total Assets Turn Over have a significant effect on Return On Equity and Current Ratio, Debt to Equity Ratio and Total Assets Turn Over together have a significant effect on Return On Equity.

Keywords: *Liquidity (Current Ratio), Solvency (Debt to Equity Ratio), Activity (Total Asset Turnover), Profitability (Return on Equity).*

ABSTRAK

PENGARUH LIKUIDITAS, SOLVABILITAS DAN AKTIVITAS TERHADAP PROFITABILITAS
(Pada Subsektor Media & *Entertainment* yang Terdaftar di Bursa efek Indonesia)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Likuiditas (*Current Ratio*), Solvabilitas (*Debt to Equity Ratio*) dan Aktivitas (*Total Assets Turn Over*) terhadap Profitabilitas (*Return On Equity*) pada Perusahaan Subsektor Media & *Entertainment* periode 2019-2023. Metode penelitian yang digunakan adalah analisis deskriptif dengan pendekatan kuantitatif. Teknik penarikan sampel menggunakan *purposive sampling*. Data yang digunakan dalam penelitian ini berupa data panel, yaitu gabungan antara data time series dan cross section. Teknik pengumpulan data dilakukan melalui studi dokumentasi berupa data sekunder dari laporan keuangan perusahaan. Alat analisis data yang digunakan adalah analisis regresi data panel, koefisien determinasi dan uji signifikansi. Hasil penelitian menunjukkan bahwa *Current Ratio* tidak berpengaruh signifikan terhadap *Return On Equity*, *Debt to Equity Ratio* dan *Total Assets Turn Over* berpengaruh signifikan terhadap *Return On Equity* serta *Current Ratio*, *Debt to Equity Ratio* dan *Total Assets Turn Over* secara bersama-sama berpengaruh signifikan terhadap *Return On Equity*.

Kata kunci: Likuiditas (*Current Ratio*), Solvabilitas (*Debt to Equity Ratio*), Aktivitas (*Total Assets Turn Over*), Profitabilitas (*Return On Equity*).