

ABSTRACT

THE EFFECT OF WORKING CAPITAL TURNOVER, CAPITAL STRUCTURE AND LIQUIDITY ON PROFITABILITY

(At PT.HM Sampoerna Tbk. Period 2013-2023)

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The aim of this research is to find out and analyze how working capital turnover at PT. HM Sampoerna, Tbk for the 2013-2023 period, what is the capital structure (DER) at PT. HM Sampoerna, Tbk for the 2013-2023 period, what is the liquidity (CR) at PT. HM Sampoerna, Tbk for the 2013-2023 period, what is the Profitability (ROE) at PT. HM Sampoerna, Tbk for the 2013-2023 period and the influence of working capital turnover, capital structure (DER) and liquidity (CR) on profitability (ROE) at PT. HM Sampoerna, Tbk for the 2013-2023 period, both partially and simultaneously. The research method used is descriptive with the approach used being quantitative. This research data was collected from the financial reports of the company PT. HM Sampoerna, Tbk Period 2013-2023. The data analysis tool used is multiple linear regression analysis. The results of this research show that the Average Working Capital Turnover as proxied by Working Capital Turnover has fairly good criteria. The average Working Capital Structure as proxied by the Debt to Equity Ratio has good criteria. Average Liquidity proxied by the Current Ratio has very good criteria. Average Profitability as proxied by Return on Equity has quite good criteria. Based on the hypothesis test, it shows that partially the working capital turnover and capital structure variables have a significant effect on profitability, while the liquidity variable does not have a significant effect on profitability. Simultaneously, the working capital turnover, capital structure and liquidity variables have a significant effect on the profitability of the PT company. HM Sampoerna, Tbk 2013-2023.

Keywords: Working Capital Turnover, Capital Structure, Liquidity, Profitability.

ABSTRAK

PENGARUH PERPUTARAN MODAL KERJA, STRUKTUR MODAL DAN LIKUIDITAS TERHADAP PROFITABILITAS

(Pada Perusahaan PT. HM Sampoerna Tbk. Periode 2013-2023)

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis bagaimana perputaran Modal Kerja pada PT. HM Sampoerna, Tbk periode 2013-2023, bagaimana struktur modal (DER) pada PT. HM Sampoerna, Tbk periode 2013-2023, bagaimana likuiditas (CR) pada PT. HM Sampoerna, Tbk periode 2013-2023, bagaimana Profitabilitas (ROE) pada PT. HM Sampoerna, Tbk periode 2013-2023 serta pengaruh perputaran modal kerja, struktur modal (DER) dan likuiditas (CR) terhadap profitabilitas (ROE) pada PT. HM Sampoerna, Tbk periode 2013-2023, baik secara parsial maupun simultan. Metode penelitian yang digunakan ialah deskriptif dengan pendekatan yang digunakan ialah kuantitatif, data penelitian ini dikumpulkan dari laporan keuangan perusahaan PT. HM Sampoerna, Tbk Periode 2013-2023. Alat analisis data yang digunakan berupa analisis regresi linier berganda. Hasil penelitian ini menunjukkan Rata-rata Perputaran Modal Kerja yang diproksikan *Working Capital Turnover* memiliki kriteria yang cukup baik. Rata-rata Struktur Modal Kerja yang diproksikan *Debt to Equity Ratio* memiliki kriteria yang baik. Rata-rata Likuiditas yang diproksikan *Current Ratio* memiliki kriteria yang baik sekali. Rata-rata Profitabilitas yang diproksikan *Return on Equity* memiliki kriteria yang cukup baik. Berdasarkan uji hipotesis menunjukkan secara parsial variabel perputaran modal kerja dan struktur modal berpengaruh signifikan terhadap profitabilitas sedangkan variabel likuiditas tidak berpengaruh signifikan terhadap profitabilitas, Adapun secara simultan variabel perputaran modal kerja, struktur modal dan likuiditas berpengaruh signifikan terhadap profitabilitas perusahaan PT. HM Sampoerna, Tbk tahun 2013-2023.

Kata Kunci: Perputaran Modal Kerja, Struktur Modal, Likuiditas Profitabilitas.