

ABSTRACT

***THE INFLUENCE OF NET PROFIT MARGIN AND RETURN ON ASSETS
ON DEVIDEND PAYOUT RATIO
(at PT. Unilever Indonesia, Tbk.)***

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The purpose of this research was to know and analyze about Net Profit Margin and Return On Assets to Devidend Payout Ratio at PT. Unilever Indonesia, Tbk. The Method of this reserach used descriptive and verification method. To analyze the data, the researcher used Multiple Linear Regresion and Determination Coefficient. Simultaneously and partially based on the result, Net Profit Margin and Return On Assets wasn't influence on Devidend Payout Ratio.

Key worrd: Net Profit Margin, Return On Assets, and Devidend Payout Ratio.

ABSTRAK

**Pengaruh *Net Profit Margin* dan *Return On Assets*
terhadap *Dividend Payout Ratio*
(Pada PT. Unilever Indonesia, Tbk.)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Net Profit Margin* dan *Return On Assets* terhadap *Dividend Payout Ratio* pada PT. Unilever Indonesia, Tbk. Metode penelitian yang digunakan adalah metode Deskriptif dan Verifikatif. Alat analisis yang digunakan adalah Regresi Linier Berganda dan Koefisien Determinasi. Berdasarkan hasil penelitian diketahui bahwa baik secara simultan maupun parsial *Net Profit Margin* dan *Return On Assets* tidak berpengaruh terhadap *Dividend Payout Ratio*.

Kata Kunci: *Net Profit Margin, Return On Assets, and Dividend Payout Ratio.*