

MIX METHOD FOR ANALYSIS OF CURRENT RATIO (CR), DEBT TO EQUITY RATIO (DER), AND TOTAL ASSETS TURNOVER (TATO) ON PROFIT GROWTH

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Research Purposes

This study aims to determine the effect of Current Ratio (CR), Debt To Equity Ratio (DER), and Total Assets Turnover (TATO) on Profit Growth in PT. Sumber Alfaria Trijaya, Tbk both partially and simultaneously.

RESEARCH METHOD

The research objects studied were Current Ratio (X_1), Debt To Equity Ratio (X_2), Total Assets Turnover (X_3), and Profit Growth (Y). While that is used as a subject in this study PT. Sumber Alfaria Trijaya Tbk. The data needed uses the financial statements data of the last five years starting from 2013-2017 taken from secondary data on the website www.idx.co.id and www.alfamart.com.

CONCLUSIONS

- 1. Current ratio (CR) variable of PT. Sumber Alfaria Trijaya Tbk partially has a significant effect on profit growth.*
- 2. Debt to equity ratio (DER) variable of PT. Sumber Alfaria Trijaya Tbk partially significant influence on profit growth.*
- 3. Variable in total assets turnover (TATO) of PT. Sumber Alfaria Trijaya Tbk partially has no effect and is not significant to profit growth.*