

ABSTRACT

Profitability is the company's ability to generate profits for a certain period. The company's ability to generate profits will be able to attract investors to invest their funds. In this study, the profitability ratio used is Return On Asset which can be used to determine the level of profit of the company by using assets owned by the company.

The purpose of this study is to determine and analyze the influence of Current Ratio (CR), Debt to Equity Ratio (DER) and Total Asset Turnover (TATO) on Return on Asset (ROA) either partially or simultaneously.

The population in this study is automotive and components companies that is listed on the Indonesia Stock Exchange 2013-2017 period. This research use purposive sampling and gained eleven companies serve as the object of research. The test method to see the effect of the independent variables on the dependent variable in this research is the panel data regression analysis method with Eviews 9 software.

The results show that simultaneously, there was a significant influence between Current Ratio, Debt to Equity Ratio and Total Asset Turnover on Return On Assets. Partially, there is a significant effect between Total Asset Turnover on Return On Assets. While partially, Current Ratio and Debt to Equity Ratio does not have a significant effect on Return On Assets.

Keywords: Current Ratio (CR), Debt to Equity Ratio (DER), Total Asset Turnover (TATO) dan Return On Asset (ROA)