

## **ABSTRACT**

The sector of property, real estate, construction and building are sectors that have multiple effect regarding with economic. The availability of adequate sector facilities will support the country's economic process. This research aims to determine simultaneous and partial effect of ROA, NPM, ROE, and GPM on DPR in the sectors of property, real estate, construction and building listed on the Indonesia Stock Exchange. This research aims to analyze the company's performance strategy based on profitability ratio regarding DPR. The sample used was 13 enterprise from the sub-sectors property, real estate, construction and building in 2011 to 2017 periode. The results of this research are ROA, NPM, ROE, and GPM which have a simultaneously significant effect regarding DPR. While partially independent variable ROE has influence regarding DPR. The company performance strategy is created based on a questionnaire distributed by AHP method and SWOT analysis.

The sectors of property, real estate, construction and building companies selected to represent this research is PT. Pembangunan Perumahan (Persero) Tbk. because has ROE and DPR value above the average of other companies and has a higher average value of income than other companies. PT. Pembangunan Perumahan (Persero) Tbk. is in quadrant 1 on the SWOT diagram, so the recommended strategy is based on the strength and opportunity factors of the company.

**Keywords:** Profitability Ratio, Analytical Hierarchy Process, SWOT Analysis