

ABSTRACT

One of the main objectives of the company is to make a profit, one way by increasing the profitability of the company. Profitability is one company that earns profit in sales, the total needed as its own capital. Profitability has a goal not only for business owners or management, but also for parties outside the company, especially those who have relationships or interests with the company, for example, such as investors. Profitability has an important meaning for the company because it is one of the bases for assessing the condition of a company.

Leverage (DER), company size (SIZE) dividend policy (DPR), company size (SIZE), and activity ratio (TATO) to company profitability (ROA) in Indonesian Securities manufacturing companies in 2014-2018. The data used in this study was obtained from financial report data. The financial statements are taken from the official website of the Indonesia Stock Exchange.

The population in this study is a consumer goods manufacturing company listed on the Indonesia Stock Exchange in 2014-2018. The sampling technique used was purposive sampling and obtained 16 companies with a research period of 5 years, so that 80 data samples were obtained. The method of data analysis in this study is panel data regression analysis using software eviews 9.

The results showed that simultaneous leverage (DER), company size (SIZE), dividend policy (DPR), and activity ratio (TATO) had a significant effect on company profitability (ROA). partially leverage (DER) does not affect the company's profitability. Company size (SIZE) has no effect on company profitability, dividend policy (DPR) has a significant effect on the negative direction of company profitability and Activity Ratio (TATO) has a significant effect on the positive direction on company profitability.

Based on the results of this study, if manufacturing companies are trying to increase company profitability, then companies need to pay attention to the activity ratio because it has a positive effect on company profitability. And Dividend Policy due to a negative effect on profitability In order to obtain the expected profitability of the company.

Keyword : Activity Ratio, Company Size, Dividend Policy, Leverage