

ABSTRACT

Retail trade has an important role in the growth of the national economy. The retail trade not only ensures a reciprocal relationship between producers and consumers, absorption of labor, but plays a role in marketing domestic products. However, with the development of globalization, which determines online shopping applications, the competition is getting tougher so the purchasing power of customers so the company has decreased in the last few years which has finally decided to go out of business and several companies have suffered losses which could result in bankruptcy.

This study aims to determine the prediction of retail trading company bankruptcy and to determine the most accurate model of Altman Z''-Score, Springate, Grover, Zmijewski, and Zavgren. The data used in this study are secondary data in the form of financial reports of each retail trading company for the 2015-2019 period. The sampling technique was purposive sampling with the number of samples obtained were 17 companies.

The results of this study are the differences in the bankruptcy analysis between the Altman Z ''-Score, Springate, Grover, Zmijewski, and Zavgren models in seventeen retail trade sub-sector companies for the 2015-2019 period. Overall, of the 85 financial reports that exist, the Altman Z ''-Score model predicts that 73 financial statements are in the non-bankruptcy category, 1 in the gray area category, and 11 in the bankruptcy category. prediction analysis with the Springate model, there are 20 financial reports in the bankrupt category, and 65 in the non-bankrupt category. Analysis using the Grover model, there are 15 financial reports in the bankrupt category, and 70 in the non-bankrupt category. Analysis using Zmijewski, there are 20 financial statements in the bankrupt category and 65 in the non-bankrupt category. and by using the Zavgren model there are 22 financial reports in the bankrupt category, 21 in the gray area category, and 42 in the non-bankrupt category. Altman's model accuracy rate is 65%, Springate is 85%, Grover is 81%, Zmijewski is 80%, and Zavgren is 46%. So that the most accurate model for retail trade sub-sector companies for the 2015-2019 period is the Springate model.

Keyword: *Retail trade, Bankruptcy, Altman Z''-Score, Springate, Grover, Zmijewski, and Zavrgen.*