

ABSTRACT

Hasinah, The Influence of Working Capital, Liquidity and Leverage on Profitability in Cosmetics Sub-Sector Companies Listed on the Indonesia Stock Exchange for the 2015-2019 Period. Under the guidance of Prasetyo Nugroho, S.Pi, .MM. Department of Management, Faculty of Economics and Business, Trunojoyo Madura University.

The purpose of this study was to determine the effect of Working Capital (WCT), Liquidity (CR) and Leverage (DER) on Profitability in the cosmetics sub-sector companies listed on the Indonesia Stock Exchange for the period 2015-2019, either simultaneously or partially. This research was conducted by using purposive sampling technique and the analysis technique used is multiple linear regression analysis. The research hypotheses are: (1) working capital partially has a positive effect on profitability. (2) liquidity partially has a negative effect on profitability. (3) Partially leverage has a negative effect on profitability. (4) working capital, liquidity and leverage simultaneously influence profitability. Based on the test results, it shows that there are hypotheses that are accepted and rejected. The conclusion of this study is (1) partially working capital has a significant negative effect on profitability. (2) partially liquidity has no significant positive effect on profitability (3) partially Leverage has a significant positive effect on profitability. (4) Simultaneously Working Capital, Liquidity and Leverage have a significant effect on Profitability.

Keywords: WCT, CR, DER and ROA.

ABSTRAK

Hasinah, Pengaruh Modal Kerja, Likuiditas dan *Leverage* terhadap Profitabilitas pada Perusahaan Sub Sektor Kosmetik yang Terdaftar di Bursa Efek Indonesia Periode 2015 -2019. Dibawah bimbingan Prasetyo Nugroho,S.Pi,.MM. Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura.

Tujuan penelitian ini adalah untuk mengetahui pengaruh Modal Kerja (WCT), Likuiditas (CR) dan *Leverage* (DER) terhadap Profitabilitas pada perusahaan sub sektor kosmetik yang terdaftar di Bursa Efek Indonesia periode tahun 2015 -2019, baik secara simultan maupun secara parsial. Penelitian ini dilakukan dengan teknik pengambilan sampel *purposive sampling* dan Teknik analisa yang digunakan adalah analisis regresi linear berganda. Hipotesis penelitian ini adalah: (1) modal kerja secara parsial berpengaruh positif terhadap profitabilitas. (2) likuiditas secara parsial berpengaruh negatif pada profitabilitas. (3) leverage secara parsial berpengaruh negatif pada profitabilitas. (4) modal kerja, likuiditas dan leverage berpengaruh secara simultan pada profitabilitas. Berdasarkan hasil pengujian menunjukkan bahwa terdapat hipotesis yang diterima dan ditolak. Kesimpulan penelitian studi ini adalah (1) secara parsial Modal Kerja berpengaruh negatif signifikan terhadap profitabilitas. (2) secara parsial Likuiditas berpengaruh positif tidak signifikan terhadap profitabilitas (3) secara parsial *Leverage* berpengaruh positif signifikan terhadap profitabilitas. (4) Secara simultan Modal Kerja, Likuiditas dan Leverage berpengaruh signifikan terhadap Profitabilitas.

Kata Kunci : WCT, CR, DER dan ROA.