

**ANALYSIS OF EFFECT SIZE (SIZE COMPANY), WORKING CAPITAL
TURNOVER AND EXTERNAL FUNDING TO THIRD PARTIES IN
NET PROFIT MARGIN MEDIA LISTED IN THE STOCK
EXCHANGE INDONESIA YEAR 2008 - 2012**

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ABSTRACT

Companies with high growth rates, is likely to lack the income to fund such high growth internally, as for the issue of new shares requires a high cost, then the firm prefers debt as a source of financing. Research benefits as consideration for the company's management in analyzing and making decisions in the company's capital the future. Research issues regarding : Is Size, Working Capital Turnover and the use of third-party external funds significantly affect the Company's net profit margin in the media are listed on the Stock Exchange in the year 2008-2012?. The purpose of this study was to determine the effect of Size, Working Capital Turnover and use of third party funds in the form of loan capital to the level of net profit margin in the media company listed on the Stock Exchange in the year 2008-2012.

This research was conducted using associative method, the research that was conducted to determine the effect and or a relationship between two or more variables. To prove the hypothesis proposed in this study using a multiple linear regression with Size, Working Capital Turnover and use of external third party fund as the independent variable (X) and Net Profit Margin as the dependent variable (Y).

The results are partial and simultaneous variables firm size and profitability levels of sales Net Profit Margin not significantly, suggesting the existence of other factors that affect the company's net profit margin in the media in Indonesia Stock Exchange. Suggestions, preferably in analyzing net profit margin in addition to using the firm size factor, Working Capital Turnover and external third-party funds also use other factors, such as retained earnings, or the use of financial performance ratios else related to Net Profit Margin thus obtained more significant results.