ABSTRACT

ANALYSIS OF NET PROFIT MARGIN, RETURN ON ASSETS, WORKING CAPITAL TO TOTAL ASSETS, DEBT TO EQUITY RATIO AND TOTAL ASSETS TURNOVER INFLUENCE ON MARKET VALUE IN CONSUMER GOODS COMPANIES LISTED IN BEI YEAR 2010-2012

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This research is a study conducted an analysis to determine the effect of Net Profit Margin, Working Capital to Total Assets, Debt to Equity Ratio and Total Assets Turnover on Market Value. The populations in this study are all companies engaged in the consumer goods industry sector in 2010-2012 listed in the Indonesia Stock Exchange companies were sampled 32 companies and a number of observations made during 2010-2012 was 96 observation items.

Data collected through the documentation. Data were analyzed using multiple regression analysis with SPSS 17.0 software. Based on the results of the calculation of the R-square value of 0.354 was obtained, which means that 35.40% Market Value is affected by the variable Net Profit Margin, Working Capital to Total Assets, Debt to Equity Ratio and Total Assets Turnover. While the remaining 64.60% is influenced by other variables not examined in this study.

The study says that of all the independent variables are supposed to influence the Market Value, the only variable Debt to Equity Ratio Variables that do not affect the value of the company, while the Net Profit Margin, Working Capital to Total Assets and Total Assets Turnover significantly affect the Market Value.

Keywords: Market Value, Net Profit Margin, Working Capital to Total Assets, Debt to Equity Ratio, Total Assets Turnover.