

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh dari *net profit margin*, *total asset turn over*, *activity rasio* terhadap *rentabilitas perusahaan*. Objek dari penelitian menggunakan perusahaan manufaktur yang terdaftar pada Bursa Efek Indonesia periode 2015-2017. Sampel diseleksi menggunakan metode *purposive sampling* dengan jumlah yaitu 303. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa *net profit margin*, *total asset turn over*, *activity* berpengaruh signifikan positif terhadap rentabilitas ekonomi perusahaan.

Kata Kunci: *net profit margin*, *total asset turn over*, *activity rasio*, rentabilitas ekonomi.

ABSTRACT

This study aims to analyze the effect of net profit margin, total asset turnover, activity ratio on company profitability. The object of the study uses manufacturing companies listed on the Indonesia Stock Exchange for the period 2015-2017. Samples were selected using purposive sampling method with a number of 303. The data analysis technique used was multiple linear regression analysis. The results showed that the net profit margin, total asset turnover, activity had a significant positive effect on the company's economic profitability.

Keywords: *net profit margin, total asset turnover, activity ratio, economic profitability.*