

**ANALISIS KEBIJAKAN DIVIDEN, KEBIJAKAN UTANG DAN
PROFITABILITAS TERHADAP NILAI PERUSAHAAN
(Studi Kasus pada PT. Astra International Tbk,
PT. Indomobil International Tbk, PT Gajah Tunggal Tbk.)**

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ABSTRACT

Profit is the main purpose of a company's operation. The increase of profits can be seen through the performance of the company..Profit can be measured by using profitability ratio as a purpose to measure how effective the management in running its operational. This can be seen from the return on investment through sales activities.This research aims at finding out the influence of Cash Turn Over (CATO),Account Receivable Turn Over (ARTO), and Inventory turn over (INTO) to Profitability (ROA). The data is measured by SPSS version 23.0.The research was done in PT. Astra International Tbk, PT. Indomobil International Tbk, and Pt Gajah Tunggal Tbk.

The results of this study indicate that Multiple linear regression test cash turnover has a positive relationship but not significant to profitability at 0.278 above level significant 0.05, Account receivable turn over has a positive relationship but not significant to profitability at 0.129 above the significant level 0.05, and Inventory turn over has a positive relationship and has significant influence to profitability at 0.004 below the significant level 0.05.

Keywords: cash turnover, account receivable turnover, inventory turn over