

**PENGARUH KEPUTUSAN INVESTASI, PENDANAAN DAN
MANAJEMEN ASET TERHADAP PROFITABILITAS
(Studi Kasus pada Perusahaan Manufaktur dan Industri Sub-sektor Rokok)**

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ABSTRACT

Profitability is a summary of the net result of operating business activities within a certain period expressed in financial terms. Investment is an investment of funds made by the company in an asset (asset) in the hope of obtaining an opinion in the future.

Funding is a method that companies use to earn money to pay for company needs. Due to the size and potential of funding activity in determining the success or failure of the company, the company must be careful in the acquisition and management of financial resources.

Company assets or assets (assets) are resources that are controlled by the company because of past events. From here the economic benefits in the future is expected to be obtained by the company.

The method used in this research is multiple regression analysis methods, correlation coefficient analysis, the coefficient of determination analysis, T test and F test.

The result of this research is the result of SPSS test which resulted in Investment Decision has the positive and significant influence to Profitability, Funding has a positive and insignificant effect on profitability, Asset Management has the positive and significant influence to Profitability and Investment Decision, Funding and Asset Management simultaneously have significant influence to profitability.

Keywords: Investment Decision, Funding, Asset Management and Profitability.