

ABSTRACT

NAWALINDA AGUSTINA. 2022. Financial Ratio-Based Financial Performance Analysis at PT Hadji Kalla Maros Branch. Supervised by: Muhammad Nur Abdi and A. Nur Fitriani.

The purpose of the study was to analyze financial performance based on financial ratios at PT Hadji Kalla, Maros Branch. Data collection uses secondary data from the financial statements of PT Hadji Kalla Maros Branch.

The population used is the financial report of PT Hadji Kalla Maros Branch and the sample used in this study is 5 years from 2017 to 2021. The research method used is the t statistical test basically shows how far the influence of one explanatory variable (independent) individually in explain the variation of the dependent variable. And the coefficient of determination (R^2) is intended to determine the best level of accuracy in regression analysis, where it is indicated by the magnitude of the coefficient of determination (R^2).

The results of this study indicate that the liquidity ratio variable has a positive and significant effect on financial performance, and the profitability ratio has a positive and significant effect on financial performance.

Keywords: Financial Performance