

ABSTRACT

RESTI FITRIA. 2025. The Influence of Gold Prices on Profit Achievement at PT.Pegadaian (Persero) UPC Rappocini. Thesis, Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Alamsjah and Firman Syah.

This research is a quantitative research with the aim of determining the effect of gold prices on profit achievement at PT. Pegadaian (Persero) UPC Rappocini. The sample in this study is the company's profit and loss report for the period 2019 - 2023. The type of data used is secondary quantitative data obtained through documentation from the annual financial report. Data collection techniques are carried out through documentation. The data sources in this study come from secondary data. The research instrument was analyzed using a simple linear regression method through the Statistical Package for the Social Science (SPSS) version 22 application. Based on the results of the study, it was found that gold prices have a positive and significant effect on the profit achievement of PT. Pegadaian (Persero) UPC Rappocini. This shows that gold price movements have a real contribution to the company's profit achievement. Therefore, it is important for companies to continue to monitor gold price fluctuations as a basis for strategic decision making in improving financial performance and operational sustainability in the future.

Keywords : *Gold Price, Profit Achievement and Pawnshops*