

ABSTRAK

Irdayanti,2015 Stambuk 105720563415, AnalisisStruktur Modal TerhadapProfitabilitasPada Perusahaan ManufakturIndustriKosmetik yang Terdaftar di Bursa Efek Indonesia,Skripsi program studi manajemen fakultas ekonomi dan bisnis Universitas Muhammadiyah Makassar, Dibimbing oleh pembimbing 1 ibu Hj Ruliaty dan pembimbing 2 oleh bapak Abd Salam.

Penelitianinidilakukanuntukmengetahuistrategistruktur modal terhadapprofitabilitaspadaperusahaanmanufakturindustrikosmetik yang terdaftar di Bursa Efek Indonesia agar semuaperusahaandapatmengetahuistrategistruktur modal terhadapprofitabilitasperusahaan.sehinggahasilnyadapatdigunakan dalammeningkatkanprofitabilitasperusahaan.

Penelitiandilakukandenganmenggunakanmetodekuantitatifdeskriptif,kuantitatifyaitupenelitianilmiah yang sistematis terhadap bagian-bagian dan fenomena serta hubungan-hubungannya, Tujuan penelitian kuantitatif adalah mengembangkandan menggunakan model-model matematis, teori-teori atau hipotesis yang berkaitan dengan fenomena alam.

Dari hasil penelitian ini dapat disimpulkan bahwa secara umum nilai rata-rata rasio struktur modal dan profitabilitas perusahaan yang terdaftar di Bursa Efek Indonesia mengalami *fluktuasi* atau ketidakpastian setiap tahunnya, meskipun salah satu rasio profitabilitas yaitu *return on equity* selalumengalamipeningkatan setiap tahunnya akan tetapi nilai rata-rata yang dihasilkan masih dibawah standar yang telah ditetapkan BI.

Kata kunci: Struktur Modal dan Profitabilitas

ABSTRACT

Irdayanti, 2015 Register number 105720563415, Analysis of the Capital Structure of Profitability in Cosmetics Manufacturing Manufacturing Companies Listed on the Indonesia Stock Exchange. Thesis of management study program study program at the faculty of Economy dan Business, Muhammadiyah University Makassar, guided by the first consultant by Mrs. Hj. Ruliaty and the second consultant by Mr. Abd Salam

This study was conducted to determine the capital structure strategy on profitability in cosmetics manufacturing companies listed on the Indonesia Stock Exchange so that all companies can find out the capital structure strategy to the profitability of the company so that the results can be used in increasing company profitability.

The study was conducted using quantitative descriptive methods, quantitative systematic scientific research on parts and phenomena and their relationships. The purpose of quantitative research is to develop and use mathematical models, theories or hypotheses relating to natural phenomena.

From the results of this study it can be concluded that in general the average value of the ratio of capital structure and profitability of companies listed on the Indonesia Stock Exchange experiences fluctuations or uncertainties each year, even though one of the profitability ratios, namely return on equity, always increases each year, but the average value -The resulting average is still below the standards set by BI.