

ABSTRAK

Nadila Lestari, NPM : 71180312033, judul : Analisis Rasio Likuiditas Dan Profitabilitas Pada Kinerja Keuangan PT. Mark Dynamics Indonesia,Tbk Yang Terdaftar Di Bursa Efek Indonesia (BEI), Dibimbing Oleh : Dr. Eddi Suprayitno, SE.,MM sebagai pembimbing I, dan Ismail Nst, SE.,MM sebagai pembimbing II, Skripsi :2022

Penelitian ini menganalisis kinerja keuangan perusahaan dengan menggunakan rasio likuiditas dan rasio profitabilitas pada perusahaan PT. Mark Dynamics Indonesia,Tbk yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2017-2020. Rasio likuiditas (likuidity ratio) apabila ditinjau dari Current Ratio, Quick Ratio dan Cash Ratio menandakan keadaan likuiditas perusahaan pada tahun 2020 kurang baik, hasil perhitungan rata-rata Current Ratio, Quick Ratio dan Cash Ratio berada dibawah rata-rata industri untuk kinerja keuangan tidak baik. Rasio profitabilitas pada PT. Mark Dynamics Indonesia,Tbk menunjukkan kinerja perusahaan yang efisien ditinjau nilai rata-rata Gross Profit Margin dan Net Profit Margin berada diatas rata-rata industri. Rasio Return On Asset (ROA) dan Return On Equity (ROE) sangat baik karena nilai laba bersih terus meningkat dan berada diatas rata-rata industri.

Kata kunci : *Rasio Likuiditas, Rasio Profitabilitas Dan Kinerja Keuangan*

ABSTRACT

Nadila Lestari, NPM : 71180312033, title : Liquidity Ratio Analysis and Profitability on Financial Performance of PT. Mark Dynamics Indonesia, Tbk Listed On The Indonesia Stock Exchange (IDX), Supervised By : Dr. Eddi Suprayitno, SE., MM as supervisor I, and Ismail Nst, SE., MM as supervisor II, Thesis :2022

This study analyzes the company's financial performance by using the liquidity ratios and profitability ratios at the company PT. Mark Dynamics Indonesia, Tbk which is listed on the Indonesia Stock Exchange (IDX) in the 2017-2020 period. The liquidity ratio (liquidity ratio) when viewed from the Current Ratio, Quick Ratio and Cash Ratio shows the company's condition in 2020 is not good, the results of the calculation of the average Current Ratio, Quick Ratio and Cash Ratio are below the industry average for financial performance not good. Profitability ratio at PT. Mark Dynamics Indonesia, Tbk shows that the company's performance is efficient in terms of the average value of Gross Profit Margin and Net Profit Margin which is above the industry average. The ratio of Return On Assets (ROA) and Return On Equity (ROE) is very good because the value of net income continues to increase and is above the industry average

Keywords : *Liquidity Ratio, Profitability Ratio And Financial Performance*