

ABSTRAK

Tujuan penelitian ini untuk meneliti faktor-faktor yang mempengaruhi *return on investment* pada perusahaan farmasi yang terdaftar di BEI periode 2018 – 2020 dengan variabel yang digunakan yaitu ukuran perusahaan (X_1), *debt to equity ratio* (X_2), *total asser turnover* (X_3) dan *return on investment* (Y). Sampel yang digunakan peneliti ialah 8 perusahaan farmasi yang terdaftar di BEI periode 2018 – 2020 dengan pengambilan sampel menggunakan metode *purposive sampling*. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian membuktikan bahwa secara parsial ukuran perusahaan tidak berpengaruh terhadap *Return On Investment*, sedangkan *Debt to Equity Ratio* dan *Total Asset Turnover* berpengaruh terhadap *Return On Investment*. Kemudian secara simultan Ukuran perusahaan, *Debt to Equity Ratio*, dan *Total Asset Turnover* berpengaruh terhadap *Return On Investment*.

Kata Kunci: ukuran perusahaan, *debt to equity ratio*, *total asser turnover* dan *return on investment*.

ABSTRACT

The purpose of this study is to examine the factors that influence the return on investment in pharmaceutical companies listed on the Indonesia Stock Exchange for the period 2018 - 2020 with the variables used are company size (X1), debt to equity ratio (X2), total asset turnover (X3) and return on investment (Y). The sample used by the researcher is 8 pharmaceutical companies listed on the Indonesia Stock Exchange for the period 2018 - 2020 by taking samples using the purposive sampling method. The data analysis technique used multiple linear regression analysis. The results of the study prove that partially the size of the company has no effect on Return On Investment, while the Debt to Equity Ratio and Total Asset Turnover have an effect on Return On Investment. Then simultaneously company size, Debt to Equity Ratio, and Total Asset Turnover have an effect on Return On Investment.

Keywords: *firm size, debt to equity ratio, total asset turnover and return on investment.*