

## **ABSTRACT**

*This study is performed to examine the effect of TATO, DER, Dividend, Sales and Current Ratio toward Return on Asset on company listing in Indonesian Stock Exchange (ISX) during period 2008-2010.*

*Sampling technique used here is purposive sampling on criterion (1) the company that represents their financial report during period 2008-2010; (2) the company that represents their net sales during period 2008-2010; and (3) the company that continually share their dividend during period 2008-2010. The data is obtained based on Indonesian Capital Market Directory (ICMD 2011) publication. It is gained sample amount of 43 companies from 277 companies those are listed in BEI. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption is also performed including normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.*

*From the analysis result, it indicates that DER, DPR, Sales Growth and Current Ratio variable partially significant toward ROA of the company in BEI on 2008-2010 period on the level of significance less than 5%.*

*Keywords: TATO, DER, Dividend, Sales, Current Ratio, and Return on Asset*