

ABSTRACT

This study is performed to examine the effect of TATO, DER, Sales Growth, and Size toward Return on Asset (ROA) in PT. Indosat, PT. XL Axiata, and PT. Telkom companies. The objective of this study is to scale and analyze the effect of the company financial ratios performance (TATO, DER, sales growth and Size,) toward ROA in PT. Indosat, PT. XL Axiata, and PT. Telkom over period 2006-2010.

Population are PT. Indosat, PT. XL Axiata, and PT. Telkom that represents their financial report per quartalan 2006-2010. 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, and heteroscedasticity test.

From the analysis result, it indicates that TATO, DER and Size variable partially significant toward ROA of the PT. Indosat, PT. XL Axiata, and PT. Telkom company on 2006-2012 period on the level of significance less than 5%, while it indicates that Sales Growth variable partially not significant toward ROA of the PT. Indosat, PT. XL Axiata, and PT. Telkom on 2006-2010 period on the level of significance more than 5%. Based on result examination of hypothesis 5, 6, and 7 shows that has difference between company performance which the PT. Indosat, PT. XL Axiata, and PT. Telkom in deciding policy of ROA.

Keywords: TATO, DER, Sales Growth, Size, and Return on Asset (ROA)