

INTISARI

Penelitian ini bertujuan menguji pengaruh pangsa pasar, rasio *leverage* dan rasio intensitas modal terhadap profitabilitas perusahaan manufaktur yang *go-public* di Bursa Efek Jakarta. Objek dalam penelitian ini adalah perusahaan manufaktur industri *automotive* yang terdaftar di Bursa Efek Jakarta selama tahun 2002-2006. data yang digunakan diperoleh dari Pojok Bursa Efek Jakarta Universitas Muhammadiyah Yogyakarta. Teknik analisis data dalam penelitian ini menggunakan rumus regresi linier berganda yang dihitung dengan SPSS *for windows*. Kualitas data diuji dengan uji asumsi klasik, meliputi: uji multikolineieritas, heteroskedastisitas, autokorelasi, dan normalitas.

Hasil penelitian menunjukkan bahwa: (1) Pangsa pasar berpengaruh positif dan signifikan terhadap profitabilitas perusahaan baik yang diukur dengan *return on asset* maupun *return on equity*. (2) Rasio *leverage* (*debt to total assets* dan *debt to equity ratio*) tidak berpengaruh signifikan terhadap profitabilitas perusahaan. (3) Rasio intensitas modal berpengaruh positif dan signifikan terhadap profitabilitas perusahaan.

Kata Kunci: pangsa pasar, *debt to total assets*, *debt to equity ratio*, rasio

ABSTRACT

The research is aimed to find out the influence of market, leverage ratio, and the ratio of capital intensity toward the profit of manufacture companies which go public in Jakarta Stock Exchange. The object of the research is automotive industries listed in Jakarta Stock Exchange during 2002-2006 while the data used are from Jakarta Stock Exchange archived through UMY. The analysis uses multiple linear regression which is calculated by SPSS for windows. The quality of the data is tested by classical assumption test, comprising multicolinieritas, heteroskedastisitas, autocorrelation, and normality.

The finding shows that (1) the market is influenced positively and significantly by company profit, both use return on asset and return on equity measurements, (2) the leverage ratio (debt to total asset and debt to equity ratio) does not influence the company profit significantly, and (3) the ratio of capital intensity influences positively and significantly toward company profitability.

Keywords: market share, debt to total assets, debt to equity ratio, the ratio of capital intensity, return on asset, and return on equity