ABSTRACT

Tatik Ernawati 21206010 *"The Influence of Quality Cost To The Profitability (ROI) At CV. Kobe Global Internasional".*
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The purpose of this research is to find out an information about the growth of Quality Cost in CV. Kobe Global Internasional, to find out about the growth of Profitability (ROI) and to find out about the influence of Quality Cost to the Profitability (ROI) in CV. Kobe Global Internasional.

The method use in this research is the analytical descriptive method with the quantitative approach. Where the data which to be sample is balance sheet and income statement 2002 to 2009. Tis research is to knowing quality cost, knowing the profitability (ROI) and to find out the influence of quality cost to profitability (ROI)

From the calculation of the correlate coefficient, r = -0,342 was obtained, assuming that the relation of Quality Cost to the Profitability has a low relation. The t test product showed -0,891 < -2.365 or $t_{count} < t_{table}$*. The value means that Quality Cost has a significant influence to the Profitability or in other words* H_0 *was being refused, means that the hypothesis of the researcher about the influence of the Quality Cost to the Profitability was not proofed. The relation of Quality Cost to the Profitability is 11%, weather the rest of it is 89% and influence by other factors besides Quality Cost.*

Keyword: Quality Cost dan Profitability (ROI)