ABSTRACT

Desi Utami Kurniaputri (2011), "*THE INFLUENCE OF ASSET STRUCTURE AND PROFITABILITY (ROA) TO CAPITAL STRUCTURE AT PT. ULTRAJAYA MILK INDUSTRY &TRADING COMPANY Ltd".*
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This study aims to determine the structure of assets, to determine the profitability (ROA), to determine the capital structure and intends to determine the effect to asset structure and profitability (ROA) of the capital structure of the partial and simultaneous at PT. Ultrajaya Milk Industry & Trading Company Ltd.

The research method used in this research are descriptive research method (qualitative) by using analysis of developments and verifikatif method (quantitative) by using a statistical test analysis of the multiple linear regression, pearson correlation, a test of determination and hypothesis testing.

Relationship with the asset structure of capital structure is strong and unidirectional. Relationship profitability (ROA) with capital structure is moderate and in line. As for the influence of asset structure and profitability (ROA) of the simultaneous capital structure and direction for 58,39%. The conclusion is that the capital structure of the PT. Ultrajaya Milk Industry & Trading Company Ltd limited is largely influenced by the structure of assets and profitability (ROA) while the rest influenced by other factor.

(Keywords: Asset Structure, Profitability (ROA) and Capital Structure)