ABSTRACT

INFLUENCE OF WORKING CAPITAL AND FIXED ASSETS INVESTMENT TO RETURN ON INVESTMENT IN PT. PEGADAIAN (PERSERO) BANDUNG

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This study aims to determine the influence of Working Capital and Fixed Assets Investment to Return on Investment in PT. Pegadaian (Limited) Bandung. Object of this research is working capital, fixed assets investment and return on investment.

The method used is descriptive method with approach quantitative and verifikatif methods approach quantitative. Samples used in this study a company of year per quarter period 2002-2011 with the overall data of 40 data. Statistical testing techniques used are Multiple Linear Regression, Pearson correlation analysis, coefficient of determination, F test and t test, two side with $\alpha = 0.05$ and also using application of Statistical Product and Service Solution (SPSS) 20.00 For Windows.

Based on the results of research and discussion can be concluded that the working capital and fixed asset investment affects corporate profitability. This influence is expressed in the category of a very low, and the nature of the relationship is unidirectional, meaning that the greater the working capital and fixed asset investment the greater the profitability of the company, and vice versa. The influence of working capital and fixed assets investment of the company's profitability amounted to 5,3%, while the remaining amount of 94,7% influenced by other factors, such as liquidity ratios and activity ratios.

Keywords: Working Capital, Fixed Assets Investment, Return on Investment.