ABSTRACT

Rahel Purba, NIM 7223520019*, The Effect of Sales Growth, Asset Efficiency, and Capital Structure on Financial Performance with Firm Size as a Moderating Variable in Consumer Non-Cyclicals Companies Listed on the Indonesia Stock Exchange for the 2022–2024 Period. Thesis, Department of Accounting, Faculty of Economics, Universitas Negeri Medan.*

This study aims to examine the effect of sales growth, asset efficiency, and capital structure on financial performance with firm size as a moderating variable in Consumer Non-Cyclicals companies listed on the Indonesia Stock Exchange during the 2022–2024 period. Financial performance is proxied by Return on Assets (ROA).

The population of this study consists of all Consumer Non-Cyclicals companies listed on the Indonesia Stock Exchange during the 2022–2024 period, totaling 131 companies. The sample was determined using the purposive sampling method, resulting in 63 companies with a total of 189 observations. The data used in this study are secondary data in the form of annual financial statements obtained from the official website of the Indonesia Stock Exchange. The data analysis techniques employed include descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, Moderated Regression Analysis (MRA), coefficient of determination analysis, and partial hypothesis testing (t-test) using IBM SPSS Statistics 25.

The results indicate that sales growth and asset efficiency do not have a significant effect on financial performance. Capital structure has a negative and significant effect on financial performance. In addition, firm size is unable to moderate the effect of sales growth, asset efficiency, and capital structure on financial performance in Consumer Non-Cyclicals companies listed on the Indonesia Stock Exchange during the 2022–2024 period.

Keywords: Sales Growth, Asset Efficiency, Capital Structure, Firm Size, Financial Performance.

ABSTRAK

Rahel Purba, NIM 7223520019, Pengaruh Pertumbuhan Penjualan, Efisiensi Aset, dan Struktur Modal terhadap Kinerja Keuangan dengan Ukuran Perusahaan sebagai Variabel Moderasi pada Perusahaan *Consumer Non-Cyclicals* di Bursa Efek Indonesia Periode 2022–2024. Skripsi, Jurusan Akuntansi, Fakultas Ekonomi, Universitas Negeri Medan.

Penelitian ini bertujuan untuk menguji pengaruh pertumbuhan penjualan, efisiensi aset, dan struktur modal terhadap kinerja keuangan dengan ukuran perusahaan sebagai variabel moderasi pada perusahaan Consumer Non-Cyclicals yang terdaftar di Bursa Efek Indonesia periode 2022-2024. Kinerja keuangan diproksikan menggunakan Return on Assets (ROA).

Populasi penelitian ini adalah seluruh perusahaan Consumer Non-Cyclicals yang terdaftar di Bursa Efek Indonesia periode 2022-2024 sebanyak 131 perusahaan. Sampel penelitian ditentukan dengan metode purposive sampling sehingga diperoleh 63 perusahaan dengan total 189 data observasi. Data yang digunakan merupakan data sekunder berupa laporan keuangan tahunan yang diperoleh dari situs resmi Bursa Efek Indonesia. Teknik analisis data yang digunakan meliputi analisis statistik deskriptif, uji asumsi klasik, analisis regresi linear berganda, Moderated Regression Analysis (MRA), uji koefisien determinasi, dan uji parsial (uji t) dengan bantuan program IBM SPSS Statistics 25.

Hasil penelitian menunjukkan bahwa pertumbuhan penjualan dan efisiensi aset tidak berpengaruh signifikan terhadap kinerja keuangan. Struktur modal berpengaruh negatif dan signifikan terhadap kinerja keuangan. Selain itu, ukuran perusahaan tidak mampu memoderasi pengaruh pertumbuhan penjualan, efisiensi aset, maupun struktur modal terhadap kinerja keuangan pada perusahaan Consumer Non-Cyclicals yang terdaftar di Bursa Efek Indonesia periode 2022-2024.

Kata Kunci: Pertumbuhan Penjualan, Efisiensi Aset, Struktur Modal, Ukuran Perusahaan, Kinerja Keuangan.