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ANALYSIS OF LIQUIDITY RATIO, PROFITABILITY RATIO AND SOLVABILITY RATIO AT PT RAMAYANA LESTARI SENTOSA PERIOD 2018 - 2022

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ABSTRACT

The main problem of this research is that company profits experienced a very drastic decline, and even experienced huge losses in 2020. This was due to the impact of the Covid-19 pandemic which resulted in direct physical distance limitations. These limitations cause purchasing power to decrease, because many people switch to online shopping. This research aims to determine the financial performance assessment based on liquidity ratio, profitability ratio and solvency ratio at PT Ramayana Lestari Sentosa for the 2018-2022 period.

The analytical method in this research uses a quantitative descriptive analysis method using liquidity ratio, profitability ratio and solvency ratio. The data used is secondary data in the form of PT Ramayana Lestari Sentosa's financial reports for 2018-2022.

The results of this research are that the financial performance of PT Ramayana Lestari Sentosa using liquidity ratios consisting of the Current Ratio and Quick Ratio shows that the company's financial performance is in good condition, because these two ratios are always above industry standards. The financial performance of PT Ramayana Lestari Sentosa using profitability ratios consisting of Net Profit Margin, Return On Assets, and Return On Equity shows that the company's financial performance is not in good condition, because the majority is still below industry standards. The financial performance of PT Ramayana Lestari Sentosa using solvency ratios consisting of Debt to Asset Ratio and Debt to Equity Ratio shows that the company's financial performance is in good condition, because these two ratios are always below industry standards.

Keywords: Liquidity Ratio, Profitability Ratio, Solvency Ratio, Financial Performance

(xii + 66 + Appendix)

Bibliography (2017-2023)