

ABSTRAK

Tugas akhir memiliki tujuan untuk menganalisis kinerja keuangan ACE Hardware Indonesia Tbk melalui penggunaan metode presentase profitabilitas *Gross Profit Margin*, *Net Profit Margin*, *Return On Asset*, dan *Return On Equity*. Rata-rata evaluasi kinerja keuangan perusahaan, melalui indeks GPM, NPM, ROA, dan ROE yaitu masuk golongan efisien, meskipun ACE Hardware Indonesia Tbk mengalami kenaikan dan penurunan pada presentasi tiap tahunnya. Penelitian ini adalah penelitian deskriptif dengan memanfaatkan data sekunder, data yang dimanfaatkan yaitu data kuantitatif dan data kepustakaan. Berdasarkan pengumpulan data berdasarkan hasil penelitian, penelitian ini bisa ditarik kesimpulan bahwa kinerja keuangan ACE Hardware Indonesia Tbk. Kinerja keuangan perusahaan tergolong baik dan efektif karena rata-rata nilai setiap indeks lebih tinggi dari rata-rata industri (*time series*).

Kata Kunci : Rasio Profitabilitas, Gross Profit Margin, Net Profit Margin, Return On Asset, Return On Equity

This final project aims to analyze the financial performance of ACE Hardware Indonesia Tbk using the method of profitability percentage *Gross Profit Margin*, *Net Profit Margin*, *Return On Assets*, and *Return On Equity*. The average evaluation of the company's financial performance, through the GPM, NPM, ROA, and ROE indexes is in the Efficient category, although ACE Hardware Indonesia Tbk has increased and decreased in presentation each year. This research is a descriptive study using secondary data, the data used are quantitative data and library data. According to data collection Based on the results of this study, it can be concluded that the financial performance of ACE Hardware Indonesia Tbk. The company's financial performance is classified as good and effective because the average value of each index is higher than the industry average (*time series*).

Keywords : Rasio Profitabilitas, Gross Profit Margin, Net Profit Margin, Return On Asset, Return On Equity