

## ABSTRACT

### INFLUENCE OF ASSET AND INVESTMENT MANAGEMENT IN LOGISTIC BUSINESS TO PROFITABILITY OF COMPANY IN PT. MAF LOGISTIK

Prasyoho, Eryc Hendro<sup>a</sup>, Okvita, Wahyuni<sup>b</sup>, Laju, I Kadek<sup>c</sup>

<sup>a</sup>Taruna (NIT. 50135053.K) Study Program KALK Merchant Marine Polytechnic,

<sup>b</sup>Preceptors of KALK Semarang Merchant Marine Polytechnic,

<sup>c</sup> Preceptors of KALK Semarang Merchant Marine Polytechnic.

\*e-mail : erychp12@hotmail.com

This paper aims to determine the causes of assets and investment decline, the influence of asset management investment on corporate profitability based on financial analysis, efforts made to improve the profitability. As for the background of this writing because asset management and investment is important for a business in the company and a good profitability mostly every business company needs it.

This research was conducted in one of logistics company in Surabaya. This type of research is descriptive associative in which there is an explanation with reference to quantitative and qualitative data. Determination of independent and independent variables accordance with financial analysis. Technique of collecting data are observation, interview, documentation, study literature. Interview results are used to determine the incidence in the field and to answer the problem formulation descriptively. The financial report document obtained is used for data analysis process. Data were analyzed descriptively quantitative and qualitative using financial analysis, *Statistical Package for the Social Sciences* (SPSS) for windows and interview result. Calculation of financial ratios of the results will be analyzed using multiple regression with SPSS for windows to determine the effect of asset management and investment on profitability. Determination of research subjects conducted with Saturated Sampling, all members of the population used as a sample consisting of 12 financial statements for financial analysis and 7 sources for interviews.

The results showed that, the main cause of companies assets decreased is the loss of customer, then the influence test with multiple regression showed no significant effect of asset management and investment on corporate profitability. Then the company's efforts to improve profitability is trying to establish new business and efforts to improve new customers.

Keywords: Asset, Investment, Profitability