

## ABSTRACT

### **The Influence of Total Asset Turnover, Return on Equity, and Net Profit Margin on Profit Growth in Food and Beverage Sub-Sector Companies Listed on the Indonesia Stock Exchange for the 2020–2023 Period**

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This study aims to analyze the effect of Total Asset Turnover (TATO), Return on Equity (ROE), and Net Profit Margin (NPM) on profit growth in food and beverage sub-sector companies listed on the Indonesia Stock Exchange (IDX) during the 2019–2023 period. Profit growth is an important indicator in assessing a company's financial performance and future prospects, especially in a competitive sector such as food and beverage. The method used in this study is quantitative with a panel data regression analysis approach. The research sample consists of 27 companies selected using purposive sampling based on specific criteria. The data used are secondary data obtained from annual financial reports published by the IDX. The results show that Total Asset Turnover (TATO) has no significant effect on profit growth. Return on Equity (ROE) has a negative effect on profit growth, indicating that an increase in ROE does not always reflect a healthy financial condition. Meanwhile, Net Profit Margin (NPM) has a positive and significant effect on profit growth, suggesting that efficiency in generating net income from sales directly contributes to an increase in company profits. These findings are expected to serve as a reference for company management in making strategic decisions, as well as for academics and investors in assessing the financial performance of companies in the food and beverage sector.

**Keywords:** Total Asset Turnover, Return on Equity, Net Profit Margin, Profit Growth.