

## **ABSTRACT**

### ***The Effect of Current Ratio, Total Asset TurnOver, Debt to Equity Ratio, on Net Profit Margin in the Transportation and Logistics companies listed on the Indonesia Stock Exchange.***

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This study aims to analyze the effect of Current Ratio (CR), Total Asset Turnover (TATO), and Debt to Equity Ratio (DER) on Net Profit Margin (NPM) in the transportation and logistics companies listed on the Indonesia Stock Exchange. This sector has experienced rapid growth alongside increasing domestic and international trade activities. However, companies in this sector still face several challenges, such as high operational costs, intense competition, and infrastructure limitations. This study employs a quantitative method with a causal design and purposive sampling technique. The data used consists of annual financial reports from companies during the period 2021–2023, analyzed using panel data regression with the EViews program. The results show that CR and DER do not have a significant effect on NPM, whereas TATO has a significant negative effect on NPM. These findings indicate that higher asset utilization efficiency does not necessarily lead to increased profitability. This study implies that management should focus on optimizing asset management not only by increasing turnover speed but also by improving profit margins. Therefore, achieving a balance between operational efficiency and profitability is essential to sustain the company's financial performance.

**Keywords:** *Transportation and Logistics, Current Ratio, Total Asset Turnover, Debt to Equity Ratio, Net Profit Margin, Indonesia Stock Exchange*