

**PENGARUH EFISIENSI OPERASIONAL DAN LIKUIDITAS SERTA
UKURAN PERUSAHAAN TERHADAP PROFITABILITAS
PADA BANK UMUM SWASTA NASIONAL YANG
TERDAFTAR DI BURSA EFEK INDONESIA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh efisiensi operasional, likuiditas dan ukuran perusahaan terhadap profitabilitas. Penelitian ini merupakan penelitian kuantitatif kausal. Subjek penelitian ini adalah Bank Umum Swasta Nasional yang terdaftar di Bursa Efek Indonesia dan objek penelitian adalah efisiensi operasional, likuiditas, ukuran perusahaan dan profitabilitas. Teknik pengambilan sampel: *purposive sampling* sebanyak 32 bank. Data dikumpulkan dengan pencatatan dokumen dan dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) efisiensi operasional, likuiditas, dan ukuran perusahaan secara simultan berpengaruh signifikan terhadap profitabilitas, (2) efisiensi operasional berpengaruh negatif signifikan terhadap profitabilitas (3) likuiditas tidak berpengaruh terhadap profitabilitas, (4) ukuran perusahaan berpengaruh positif dan signifikan terhadap profitabilitas.

Kata Kunci: efisiensi operasional, likuiditas, profitabilitas, ukuran perusahaan

***THE IMPACT OF OPERATIONAL EFFICIENCY AND LIQUIDITY ALSO
FIRM SIZE ON PROFITABILITY AT THE NATIONAL PRIVATE
COMMERCIAL BANK ON INDONESIA
STOCK EXCHANGE***

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ABSTRACK

This study purposed at knowing the effect of operational efficiency, liquidity, and firm size on profitability. The design used in this research was quantitative causal. The subjects in this research were the National Private Commercial Bank on Indonesia Stock Exchange and the objects of the study were operational efficiency, liquidity, firm size, and profitability. The data was collected by recording documents method and data was analyzed by multiple linear regression analysis. The results show that (1) operational efficiency, liquidity, and firm size has an effect on profitability, (2) operational efficiency has a negative and significant effect on profitability, (3) liquidity has no effect on profitability, and (4) firm size has a positive and significant effect on profitability at the National Private Commercial Bank on Indonesia Stock Exchange.

Keywords: *firm size, liquidity, operational efficiency, profitability.*

