

## ABSTRACT

Profitability is one of the ultimate goal which is very important for companies in the continuity of its operations. However, based on the phenomenon that occurs in the field found that the problems that exist in hospitality establishments have not resolved one of which is about the level of profitability that has decreased drastically.

This study aimed to determine the effect efficiency of working capital, the rupiah exchange rate fluctuations, and firm size to profitability at PT Pudjiadi And Sons 2010-2014 partially or simultaneously. This research is classified as verification-descriptive that has a causality character.

The population in the research was hotel owned PT Pudjiadi And Sons period 2010 to 2014. The sample that was used by as many as 8 hotels. The technique sampling that was used in this research was purposive sampling. The analysis method of the data used the analysis of regression of the panel data using random effect models with the significance 5%.

The results showed that all independent variables, the efficiency of working capital, the rupiah exchange rate fluctuations, and firm size on profitability. Meanwhile only firm size which have an influence partially on profitability.

***Keywords: Profitability, Working Capital Efficiency, Rupiah Exchange Rate Fluctuation, Firm Size***