ABSTRACT

This time the conventional taxi business is entering a phase of decline in terms of profits from 2014 to 2017, including PT. XYZ which is one of the largest taxi companies in Indonesia. This is due to the existence of online-based transportation such as Go-Jek and Grab that innovate by combining IT-based technology in their transportation systems. This study aims to determine the effect of WACC (Weighted Average Cost of Capital) on Return on Assets (ROA) of PT. XYZ. The method used is WACC (Weighted Average Cost of Capital) and further analysis will be done using simple regression analysis and SWOT (strengths, weakness, opportunities, threats) analysis. The source of this research data is secondary data from 5 financial reporting periods at PT. XYZ. The results of this study indicate that Weighted Average Cost of Capital (WACC) has no significant effect on Return on Assets (ROA) in Blue Bird Group. After calculating the AHP (Analytical Hierarchy Process) questionnaire, it can be concluded that the SWOT matrix position that is right for the company is strengths and opportunities (SO), then the strategy that must be implemented is to support an aggressive growth policy (Growth oriented strategy).

Keywords: Analytical Hierarchy Process, Return on Asset, SWOT, Weighted Average Cost of Capital