ABSTRACT

Retail companies have important role for economic's growth in Indonesia. Based on BPS's data period 2016 22,4 milion employees was employed by wholesalers and retailers, beside 15,24% of Produk Domestik Bruto (PDB) *was contributed by wholesalers dan retailers. Based on financial report period 2010-2017 revenue of retail companies was growth continuesly, however since 2014 Net Profit Margin ratio shows a decline. In other side, on end of year 2017 some retail companies have closed several outlets on some regions of this country. The purpose of this research is to determine factors which influence profitabily with model Du Pont approach. Independent variables that are used in this research such as: Net Profit Margin (NPM), Total Asset Turn Over (TATO) and Equity Multiplier (EM).*

The research method used is quantitative research method. Population in this research is all retail companies that are listed on BEI for period 2010-2017, and total sample in this research is 21 retail company, using purposive sampling as its sampling method. Result of this research shows that independent variable partially effect to profitability positively and significantly. Based on F test result variables Net Profit Margin, Total Asset Turn Over and Equity Multiplier have an effect collectively to retail company's profitability in Indonesia.

Keyword: Retail, Du Pont, Profitability, Return on Equity (ROE), Net Profit Margin (NPM) Total Asset Turn Over (TATO), Equity Multiplier (EM).