

ABSTRACT

Manufacturing companies listed on the Indonesia Stock Exchange (IDX) consist of several sectors, including the consumer goods and industrial sector. The industrial sector of goods and consumption is a very important field in an economy, one of which is the food and beverage sector. Companies in the food and beverage sector that have good quality can be assessed by looking at the financial performance of a company. Financial performance is one measure that can be used to measure the quality of a company because in its activities it measures the achievement of an organization in a certain period which describes how successful the implementation of its activities is.

This study was conducted to examine the effect of Business Strategy (METSR), Asset Management (TATO) and Capital Structure (DER). The data used in this study were obtained from financial statement data. The financial statements are taken from the official website of the Indonesia Stock Exchange and the company's official website. The population in this study is the food and beverage sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2018-2020. The sampling technique used is purposive sampling and obtained 25 companies.

The results showed that simultaneously Business Strategy, Asset Management, and Capital Structure had a significant effect on Financial Performance. Partially, Business Strategy (METSR) and Asset Management (TATO) have no effect on Financial Performance. Capital Structure (DER) has a positive and significant effect on Financial Performance.

Keywords : Asset Management, Business Strategy, Financial Performance, Structure Capital