

**PENGARUH SIKLUS KONVERSI KAS  
TERHADAP LIKUIDITAS DAN RENTABILITAS PADA PT ULTRAJAYA  
MILK INDUSTRY & TRADING COMPANY, TBK PERIODE 2006-2011**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan pengaruh Siklus Konversi Kas (CCC) terhadap likuiditas dan rentabilitas perusahaan. Penelitian ini menggunakan data dari laporan keuangan perusahaan selama tahun 2006-2011. Dalam penelitian ini, kinerja perusahaan dianalisis dengan menggunakan metode analisis korelasi dan regresi linear.

Hasil penelitian ini menunjukkan bahwa pengaruh *Cash Conversion Cycle* (CCC) dengan rasio likuiditas (*Current Ratio* dan *Quick Ratio*) tidak signifikan. Karena komponen yang mempengaruhi CCC hanya *days of Inventory*, *days of Account Receivable* and *days of Account payable*, sedangkan komponen atau variable lain di neraca yang mempengaruhi likuiditas itu sangat banyak seperti investasi pada surat-surat berharga, biaya-biaya dibayar dimuka, dan rekening lancar lainnya. Selanjutnya, *Cash Conversion Cycle* (CCC) memiliki hubungan yang signifikan dengan rasio rentabilitas yaitu ROS, ROI dan ROE.

Kata kunci:

Siklus Konversi Kas, rasio Likuiditas (*Current Ratio* dan *Quick Ratio*), rasio Rentabilitas (ROS, ROI, ROE).

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EFFECT OF CASH CONVERSION CYCLE  
OF LIQUIDITY AND PROFITABILITY IN PT ULTRAJAYA MILK  
INDUSTRY & TRADING COMPANY, TBK FOR THE PERIOD 2006-2011

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**ABSTRACT**

This research aims to know the effect of the relationship Cash Conversion Cycle (CCC) on the liquidity and profitability of the company. This study uses data from the financial statements of the company for the year 2006-2011. In this study, the performance of the company analyzed using correlation analysis and simple linear regression.

These results indicate that the effect of Cash Conversion Cycle (CCC) with a liquidity ratio (Current Ratio and Quick Ratio) is not significant. Because the components that affect the CCC only days of Inventory, Accounts Receivable and days of days of accounts payable, while other components or variables that affect the liquidity of the balance sheet was very much like an investment in marketable securities, prepaid expenses, and current account other. Furthermore, Cash Conversion Cycle (CCC) has a significant relationship with the profitability ratio that ROS, ROI and ROE.

Keywords:

Cash Conversion Cycle (CCC), liquidity ratio (Current Ratio and Quick Ratio), the ratio of profitability (ROS, ROI, ROE).

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