

ABSTRACT

M Dzikri Wijdani, 2014, Thesis. Title: The Corporate Financial Performance Level Measurement Analysis Method With Application of Economic Value Added and the Dupont System Before and After Acquisition (Studies in PT Astra International Tbk. And PT Indomobil Sukses International Tbk.)

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The development of today's business world is growing rapidly in Indonesia. Companies that go public provide opportunities for people to invest in companies that have a higher profit rate. Performance of the company is very important for the smooth firm. Many companies doing strategy to improve performance and add capital companies such as acquisition, which is a corporate take over strategy that has many benefits in it.

This study uses Economic Value Added and Dupont which both provide information to determine the economic value added and profitability levels. Type a descriptive and quantitative study using paired samples test. This research on the automotive sector in 2010, namely the acquisition Study at PT Astra International Tbk . And PT Indomobil Sukses International Tbk .the period 2007-2012

The results of research at PT Astra International Tbk. Economic Value Added method gives positive results. From the statistical results significantly Economic Value Added is no difference after the acquisition of the sig $0.002 < 0.05$ and the results fluctuate dupont experienced an increase and decrease in the ROI companies can still provide benefits , the results were not statistically no difference after the acquisition with sig $0.543 > 0.005$ because the total asset turnover is quite high.

While the results of research at PT Indomobil Sukses International Tbk. years with the Economic Value Added deliver positive results the company managed to create economic value. From the statistical results significantly Economic Value Added is no difference after the acquisition of the sig $0.016 < 0.05$ and the results of the ROI in each year dupont consistently increased despite the economic crisis before the acquisition, but after the acquisition and increased ROI from statistical results indicated no difference in financial performance after the acquisition of the sig $0.037 < 0.05$. With the results of the two companies managed to improve performance with good and effective.