

ANALISIS KINERJA KEUANGAN PT. ASTRA INTERNATIONAL TBK DAN PT  
INDOMOBIL SUKSES INTERNATIONAL TBK DENGAN MENGGUNAKAN  
METODE ANALISIS RASIO DAN BALANCED SCORE CARD PERIODE 2012-  
2014

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This study aims to determine the financial performance 111(1 Factors - factors affecting fluctuations Return on Equity PT. Astra International Tbk, and Indomobil Sukses International Tbk through financial ratio analysis and balanced score card. This research was made by descriptive study by collecting financial statements from PT. Astra International Tbk and PT. Indomobil Sukses International Tbk then explains the financial ratios and factors that affect the healthy or not the company with balanced score card method. The conclusion that can be drawn PT. Astra International Tbk and PT. Indomobil Sukses International Tbk is a company with good financial ratios that is PT.Astra International Tbk Performance of 90.58% in 2012, 90.47% in 2013, and 88.83% in 2014 and PT.Indomobil Sukses International Tbk is 85 , 73% in 2012, in 2013 that is 84.27%, and in 2014 by 84.27%. Factors that support balanced score card quality at PT. Astra International Tbk and PT. Indomobil Sukses International Tbk during the period 2012 - 2014 is each indicator or perspective Firm Liquidity, Operating Profitability, Financing Decisions, and Return On Equity.