ABSTRACT


In essence, almost all firms experience the same problems in conducting its activities, namely how to allocate resources effectively and efficiently in order to achieve company goals is to obtain as much profit as possible to maintain the company's survival. Each company would need funds to run the daily operations funds are used to run the daily operations of another is not derived from the sale of the company itself or from loans by the company short-term. Thus, the management company as well as long-term investors are also very interested in calculating the level of corporate profitability, for example for shareholders it is useful to see the benefits that will actually receive in the form of dividends in the future. This study aims to determine the magnitude of the relationship degan level profitability liquidity levels in PT. IKI.

This study uses secondary data from annual financial reports for 5 years from 2006 to 2010 using Pearson correlation coefficient analysis method. The results of the calculation of the correlation coefficient between the level of liquidity (Current Ratio and Quick Ratio) with the level of profitability (ROI) achieved PT. IKI in 2006 until 2010, yielding a correlation coefficient of 0.67 or r_xy. This proves that the degree of liquidity and profitability have a positive relationship is achieved PT. IKI. This means that if the level of liquidity has increased the level of profitability will also increase.