

Analisa internal perusahaan dengan menggunakan analisa diskriminan pada industri farmasi di DKI Jakarta

Nasution, Nursanita, author

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Abstrak

In decision making process a manager has to analyze the internal corporate in order to analyze the environment and the industry. In general the use of ratio analysis has weaknesses since the methodology is univariate. The ratios as variables have high correlation with each other.

The objects of this research are 1985-1987 financial statements of 19 pharmaceutical companies, which is located in DKI Jakarta. Based on the data available 12 financial ratios are calculated with Lotus 123 then they are classified into 5 groups. They are the types of companies, their sources of funds, ages, sizes and kinds of products. Two classes divide each group further by using Discriminant Analysis.

It's found that between those groups the patterns of the financial ratios are different. Certain ratios appear as discriminants for those groups more often than other ratios. The repeated occurrences of some ratios indicate the strength of discriminant analysis, which is easily applied in business. However, the findings are sensitive to some factors such as geographical, demographical factors and characteristics of industry.