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Judul : ANALISIS PERBANDINGAN KINERJA KEUANGAN
SEBELUM DAN SESUDAH MERGER DAN AKUISISI PT
GOTO GOJEK TOKOPEDIA TBK TAHUN 2019-2024.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perbandingan kinerja keuangan sebelum dan sesudah merger dan akuisisi dengan menggunakan variabel Current Ratio (CR), Debt to Equity Ratio (DER), Net Profit Margin (NPM), dan Total Asset Turnover (TATO) pada PT GoTo Gojek Tokopedia Tbk selama periode 2019–2024. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif deskriptif dengan objek penelitian berupa perusahaan PT GoTo Gojek Tokopedia Tbk. Data yang digunakan merupakan data sekunder berupa laporan keuangan tahunan, dengan fokus pada empat rasio keuangan utama, yaitu CR, DER, NPM, dan TATO.

Metode analisis data yang digunakan meliputi uji statistik deskriptif, uji normalitas, serta uji hipotesis menggunakan Paired Sample t-Test (uji t berpasangan) untuk mengetahui perbedaan kinerja keuangan sebelum dan sesudah merger dan akuisisi.

Berdasarkan hasil analisis, diperoleh temuan bahwa variabel Current Ratio (CR), Debt to Equity Ratio (DER), Net Profit Margin (NPM), dan Total Asset Turnover (TATO) tidak mengalami perubahan signifikan setelah merger dan akuisisi. Hal ini menunjukkan bahwa merger dan akuisisi yang dilakukan oleh PT GoTo Gojek Tokopedia Tbk belum memberikan dampak yang berarti terhadap peningkatan kinerja keuangan perusahaan secara keseluruhan dalam jangka pendek. Penelitian ini diharapkan dapat menjadi bahan evaluasi bagi perusahaan dalam mengukur efektivitas strategi merger dan akuisisi serta memberikan kontribusi bagi penelitian selanjutnya dalam bidang keuangan perusahaan.

Kata kunci: Kinerja keuangan, merger dan akuisisi, Current Ratio, Debt to Equity Ratio, Net Profit Margin, Total Asset Turnover, Paired t-Test.

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ABSTRACT

This study aims to analyze the comparison of financial performance before and after the merger and acquisition using the variables Current Ratio (CR), Debt to Equity Ratio (DER), Net Profit Margin (NPM), and Total Asset Turnover (TATO) at PT GoTo Gojek Tokopedia Tbk during the period 2019–2024. The research employs a descriptive quantitative approach, with PT GoTo Gojek Tokopedia Tbk as the object of study. The data used is secondary data in the form of annual financial statements, focusing on four key financial ratios: CR, DER, NPM, and TATO.

The data analysis methods include descriptive statistics, normality tests, and hypothesis testing using the Paired Sample t-Test to determine whether there is a significant difference in financial performance before and after the merger and acquisition.

Based on the results of the analysis, it was found that the variables Current Ratio (CR), Debt to Equity Ratio (DER), Net Profit Margin (NPM), and Total Asset Turnover (TATO) did not show significant changes after the merger and acquisition. This indicates that the merger and acquisition conducted by PT GoTo Gojek Tokopedia Tbk have not had a significant impact on improving the company's financial performance in the short term. This study is expected to serve as an evaluation material for the company in assessing the effectiveness of its merger and acquisition strategy and to provide contributions for future research in the field of corporate finance.

Keywords: Financial performance, merger and acquisition, Current Ratio, Debt to Equity Ratio, Net Profit Margin, Total Asset Turnover, Paired t-Test.

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