

ABSTRACT

Research on the study analysis of investment decisions, financing decisions and dividend distribution aims to determine how the investment decision, financing decision and dividend by PT. Erlina prima Group. The authors found that the investment decisions made by PT. Erlina prima groups based on experience that would later prove fatal to the rank of the company's profits. Experience in making investment decisions can be supported by the theories of previous investments. Research on the analysis of investment decisions, financing decisions, and the distribution of dividends were conducted using descriptive qualitative method. Data obtained by work / internship in the form of observation, interviews and documentation.

Keywords: Investment Decisions, Decisions Funding and Distribution of Dividends

ABSTRAK

Penelitian tentang analisis studi keputusan investasi, keputusan pendanaan dan pembagian deviden bertujuan untuk mengetahui bagaimana keputusan investasi, keputusan pendanaan dan pembagian deviden oleh PT. Erlina prima Grup. Penulis menemukan bahwa keputusan investasi yang dilakukan oleh PT. Erlina prima Grup berdasarkan pengalaman yang nantinya akan berakibat fatal bagi tingkat keuntungan perusahaan. Pengalaman dalam melakukan keputusan investasi dapat di dukung oleh teori teori investasi sebelumnya. Penelitian mengenai analisis keputusan investasi, keputusan pendanaan, dan pembagian deviden yang dilakukan menggunakan metode penelitian deskriptif kualitatif. Data yang diperoleh dengan cara kerja / praktek magang yaitu berupa observasi, wawancara dan dokumentasi.

Kata Kunci : Keputusan Investasi, Keputusan Pendanaan, dan Pembagian Deviden