

**ANALISIS PENGARUH *DEBT TO EQUITY RATIO*, *RETURN ON EQUITY*, DAN *RETURN ON INVESTMENT* TERHADAP
HARGA SAHAM**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui pengaruh *Debt to Equity Ratio*, *Return on Equity*, dan *Return on Investment* secara serentak terhadap Harga Saham pada perusahaan makanan dan minuman yang terdaftar di BEI, (2) mengetahui pengaruh *Debt to Equity Ratio* terhadap Harga Saham pada perusahaan makanan dan minuman yang terdaftar di BEI, (3) mengetahui pengaruh *Return On Equity* terhadap Harga Saham pada perusahaan makanan dan minuman yang terdaftar di BEI, (4) mengetahui pengaruh *Return on Investment* terhadap Harga Saham pada perusahaan makanan dan minuman yang terdaftar di BEI. Periode yang digunakan dalam penelitian ini adalah periode tahun 2010 sampai dengan 2012.

Populasi pada penelitian ini adalah perusahaan makanan dan minuman yang terdaftar di BEI. Pemilihan sampel menggunakan metode *purposive sampling*. Jumlah sampel sebanyak 30 perusahaan makanan dan minuman yang terdaftar di BEI pada periode 2010-2012. Analisis data yang digunakan untuk menguji hipotesis adalah dengan menggunakan Analisis Koefisien Determinasi (R^2), Uji F, Uji t, dan Analisis Regresi Linear Berganda.

Berdasarkan hasil penelitian menunjukkan bahwa (1) *Debt to Equity Ratio*, *Return on Equity*, dan *Return on Investment* secara serentak berpengaruh terhadap Harga Saham, (2) *Debt to Equity Ratio* secara parsial berpengaruh negatif dan signifikan terhadap Harga Saham, (3) *Return on Equity* secara parsial berpengaruh positif dan signifikan terhadap Harga Saham, (4) *Return on Investment* secara parsial berpengaruh negatif dan signifikan terhadap Harga Saham.

Kata Kunci: Debt to Equity Ratio, Return on Equity, Return on Investment, Harga Saham.

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ABSTRACT

This study aims to (1) determine the effect of Debt to Equity Ratio, Return on Equity, and Return on Investment simultaneously on Stock Price on food and beverage company listed on the Stock Exchange, (2) determine the effect of the Debt to Equity Ratio in the Stock Price food and beverage company listed on the Stock Exchange, (3) determine the effect of the Return On Equity Share Price in the food and beverage company listed on the Stock Exchange, (4) determine the effect of Return on Investment on Stock Price on food and beverage company listed on the Stock Exchange . Period used in this study was the period of 2010 to 2012.

The population in this study is a food and beverage company listed on the Stock Exchange. The selection of the sample using purposive sampling method. The total sample of 30 food and beverage company listed on the Stock Exchange in the period 2010-2012. Data analysis used to test the hypothesis is to use Analysis Coefficient of Determination (R^2), F-test, t test, and multiple linear regression analysis.

Based on the results of the study showed that (1) Debt to Equity Ratio, Return on Equity, and Return on Investment simultaneously affect the stock price, (2) Debt to Equity Ratio is partially negative and significant effect on stock price, (3) Return on Equity partially positive and significant effect on stock price, (4) Return on Investment is partially negative and significant effect on stock price.

Keywords: Debt to Equity Ratio, Return on Equity, Return on Investment, Stock Price.