ABSTRACT

This sudy aims to determine the influence of fundamental variables consisting of Current Ratio, Return on Assets, Debt to Equity Ratio, Total Assets Turnover, Price Earning Ratio and Price to Book Value of stock return either simultaneously or partially, as well as identify and analyze the dominant variable effect on stock return in the period 2011-2016 food and beverages company in Indonesia Stock Exchange. This research is explanatory research, which explains the existence of influence between the dependent and independent variables through a hyphothesis testing is done. The population of this study is a food and beverages company listed on the Stock Exchange. For sampling that meet specified criteria, then obtained a sample of 10 companies. Analysis of the data used to test the hypothesis is to use the technique of multiple regression analysis. The results using multiple linear regression analysis showed simultaneous Current Ratio, Return on Assets, Debt to Equity Ratio, Total Assets Turnover, Price Earning Ratio and Price to Book Value have significant effect on stock return on food and beverages companies. While partially only two independent variables that have significant impact on the stock return, ROA and PER. Thus, it can be concluded that the independent variables are ROA and PER partially and simultaneously have a significant impact on the stock return of food and beverages companies in Indonesia Stock Exchange.

Keywords: Return on Assets, Price Earning Ratio and stock return

ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh variabel fundamental yang terdiri dari *Current Ratio, Return on Assets, Debt to Equity Ratio, Total Assets Turnover, Price Earning Ratio dan Price to Book Value* terhadap *return* saham baik secara simultan maupun parsial, serta mengetahui dan menganalisis variabel dominan yang berpengaruh terhadap *return* saham pada perusahaan *food and beverages* periode 2011-2016 di Bursa Efek Indonesia. Jenis penelitian ini adalah *explanatory research*, yaitu menjelaskan ada tidak nya pengaruh antara variabel independen terhadap variabel dependen melalui suatu pengujian hipotesis yang dilakukan. Populasi pada penelitian ini adalah perusahaan *food and beverages* yang terdaftar di BEI. Untuk pengambilan sampel yang memenuhi beberapa kriteria yang ditentukan, kemudian diperoleh sampel 10 perusahaan. Analisis data yang digunakan untuk menguji hipotesis adalah dengan menggunakan analisis regresi berganda. Hasil penelitian dengan menggunakan analisis regresi linier berganda menunjukkan secara simultan *Current Ratio, Return on Assets, Debt to Equity Ratio, Total Assets Turnover, Price Earning Ratio* dan *Price to Book Value* berpengaruh signifikan terhadap *return* saham perusahaan *food and beverages*. Sedangkan secara parsial hanya ROA dan PER berpengaruh signifikan terhadap *return* saham perusahaan *food and beverages*. Dengan demikian, dapat disimpulkan bahwa ada dua variabel independen yaitu ROA dan PER yang secara parsial dan simultan mempunyai pengaruh yang signifikan terhadap *return* saham perusahaan *food and beverages* di Bursa Efek Indonesia.

Keywords: Return on Assets, Price Earning Ratio dan *stock return*