

## ABSTRACT

This research aims to determine the effect of the Current Ratio (CR), Price Earning Ratio (PER), Net Profit Margin (NPM), Price Book Value (PBV) of the Stock Return on sub sector of tourism, hotels and restaurant listed in Indonesia Stock Exchange (IDX) since 2012-2016.

Data used secondary data. Total population in this research were 21 companies. Sampling was done by purposive sampling method, the number of samples used by 14 companies. The analytical method used in this research panel data regression method. Data processing was performed using EVIEWS version 9 with fixed effect method obtained based on Chow test and Hausman test.

The results based on t-test showed that the variable Price Book Value (PBV) has significant positif effect on Stock Return and Price Earning Ratio (PER) has significant negative on Stock Return. While the Current Ratio (CR) has no significant and negative effect on Stock Return, and Net Profit Margin (NPM) has no significant and positive effect on Stock Return. As much 46% changes in Stock Return explained by CR,PER,NPM and PBV.

Keywords : Stock Return, Current Ratio, Price Earning Ratio, Net Profit Margin, Price Book Value

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## ABSTRAK

*Penelitian ini bertujuan untuk mengetahui pengaruh Rasio Lancar (Ratio), Price Earning Ratio (PER), Net Profit Margin (NPM), Price Book Value (PBV) terhadap Return Saham pada sub sektor pariwisata, hotel dan restoran yang terdaftar di Bursa Efek Indonesia (BEI) sejak 2012-2016.*

*Data menggunakan data sekunder. Total populasi dalam penelitian ini adalah 21 perusahaan. Pengambilan sampel dilakukan dengan metode purposive sampling, jumlah sampel yang digunakan oleh 14 perusahaan. Metode analisis yang digunakan dalam penelitian ini adalah metode regresi data panel. Pengolahan data dilakukan dengan menggunakan Eviews versi 9 dengan metode fixed effect yang diperoleh berdasarkan uji Chow dan uji Hausman.*

*Hasil berdasarkan uji-t menunjukkan bahwa variabel Price Book Value (PBV) berpengaruh positif signifikan terhadap Return Saham dan Price Earning Ratio (PER) berpengaruh negatif signifikan terhadap Return Saham. Sedangkan Current Ratio (CR) tidak berpengaruh signifikan dan negatif terhadap Return Saham, dan Net Profit Margin (NPM) tidak berpengaruh signifikan dan positif terhadap Return Saham. Sebanyak 46% variabel Return Saham dapat dijelaskan melalui variabel CR, PER, NPM dan PBV*

*Kata Kunci : Return Saham, Current Ratio, Price Earning Ratio, Net Profit Margin, Price Book Value*