

## **ABSTRACT**

*This research is to know the influence of Return On Assets (ROA), Debt To Equity Ratio (DER) and Price Earning Ratio (PER) to Share Price of food and beverage sub sector listed on Indonesia Stock Exchange 2012-2016. The object of this study is food and beverage companies with a population of 14 companies and obtained 7 companies to sample by using a causal associative approach.*

*The results of this study indicate that partially and simultaneously, the variable Return On Asset (ROA), Debt to Equity Ratio (DER) and Price Earning Ratio (PER) have a positive effect on Stock Price in food and beverage sub-sector listed in Indonesia Stock Exchange the period 2012-2016. This is evidenced from the results of simultaneous test (F test) and partial test results (t test) also shows that the independent variable Return On Asset (ROA) and Price Earning Ratio (PER) have a significant positive effect while Debt to Equity Ratio (DER) insignificantly to the price of shares in food and beverage companies listed on the Indonesia Stock Exchange period 2012-2016. Therefore, the test result of this research stated that there is influence simultaneously between variable Return On Asset (ROA), Debt to Equity Ratio (DER) and Price Earning Ratio (PER) to Stock Price at food and beverage company listed in Bursa Indonesia Securities period 2012-2016.*

*Keywords: Return On Asset, Debt To Equity Ratio, Price Earning Ratio, Stock Price*

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## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Return On Asset* (ROA), *Debt To Equity Ratio* (DER) dan *Price Earning Ratio* (PER) terhadap Harga Saham perusahaan sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2012-2016. Objek penelitian ini adalah perusahaan makanan dan minuman dengan populasi 14 perusahaan dan didapat 7 perusahaan menjadi sampel dengan menggunakan pendekatan asosiatif kausal.

Hasil penelitian ini menunjukkan bahwa secara parsial dan simultan, variabel *Return On Asset* (ROA), *Debt to Equity Ratio* (DER) dan *Price Earning Ratio* (PER) berpengaruh positif terhadap Harga Saham pada perusahaan sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia periode 2012-2016. Hal ini dibuktikan dari hasil uji simultan (uji F) dan hasil uji parsial (uji t) juga menunjukkan bahwa variabel bebas *Return On Asset* (ROA) dan *Price Earning Ratio* (PER) berpengaruh positif secara signifikan sedangkan *Debt to Equity Ratio* (DER) berpengaruh secara tidak signifikan terhadap harga saham pada perusahaan makanan dan minuman yang terdaftar di Bursa Efek Indonesia periode 2012-2016. Oleh karena itu, hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh secara simultan antara variabel *Return On asset* (ROA), *Debt to Equity Ratio* (DER) dan *Price Earning Ratio* (PER) terhadap Harga Saham pada perusahaan makanan dan minuman yang terdaftar di Bursa Efek Indonesia periode 2012-2016.

Kata Kunci: *Return On Asset*, *Debt To Equity Ratio*, *Price Earning Ratio*, Harga Saham



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