

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Return on Assets* (ROA), *Debt to Equity Ratio* (DER) dan *Price Earning Ratio* (PER) Terhadap Harga Saham (studi empiris perusahaan manufaktur sub sektor Farmasi yang terdaftar di BEI periode 2015-2018). Penelitian ini dilakukan dengan menggunakan data sekunder.

Teknik sampel yang digunakan adalah metode *Purposive Sampling* (Pemilihan Sampel berdasarkan kriteria. Dari dua belas perusahaan, hanya diambil Sembilan perusahaan, karena perusahaan tersebut memenuhi kriteria.

Untuk keperluan analisis data dalam penelitian ini, penulis menggunakan pengujian Statistik *Deskriptive* dan Uji Asumsi klasik. Dalam melakukan pengujian hipotesis, penulis menggunakan uji t dan Uji F untuk hipotesis. Hasil penelitian menunjukkan bahwa variable *Return On Assets* (ROA) berpengaruh positive dan tidak signifikan terhadap harga saham pada perusahaan manufaktur sub sektor farmasi yang terdaftar di BEI periode 2015-2018, Variabel *Debt To Equity Ratio* (DER) berpengaruh negative dan tidak signifikan terhadap harga saham pada perusahaan manufaktur sub sektor farmasi yang terdaftar di BEI periode 2015-2018 dan variabel *Price Earning Ratio* ((PER) berpengaruh negative dan signifikan terhadap harga saham. pada perusahaan manufaktur sub sektor farmasi yang terdaftar di BEI periode 2015-2018.

Kata kunci : *Return On Assets* (ROA), *Debt to Equity Ratio* (DER), *Price Earning Ratio* (PER), dan Harga Saham.

UNIVERSITAS
MERCU BUANA

ABSTRACT

The purpose of this study was to determine the effect of Return on Assets (ROA), Debt to Equity Ratio (DER) and Price Earning Ratio (PER) on Share Prices (empirical study of pharmaceutical sub-sector manufacturing companies listed on the Indonesia Stock Exchange for the period 2015-2018). This research was conducted using secondary data.

The sampling technique used is the Purposive Sampling method (Selection of Samples based on criteria. Of the twelve companies, only nine were taken, because the company met the criteria.

*For the purposes of data analysis in this study, the authors used the Descriptive Statistics test and the Classic Assumption Test. In testing hypotheses, the authors use the *t* test and *F* test for the hypothesis. The results showed that the Return on Assets (ROA) variable had a positive and not significant effect on stock prices in pharmaceutical sub-sector manufacturing companies listed on the Stock Exchange in the 2015-2018 period, the Debt To Equity Ratio (DER) variable had a negative and not significant effect on stock prices on the company pharmaceutical sub-sector manufacturing listed on the Stock Exchange in the 2015-2018 period and the variable Price Earning Ratio (PER) has a negative and significant effect on stock prices. in pharmaceutical sub-sector manufacturing companies listed on the Stock Exchange for the 2015-2018 period.*

Keywords: Return On Assets (ROA), Debt to Equity Ratio (DER), Price Earning Ratio (PER), and Stock Prices.



UNIVERSITAS
MERCU BUANA