

ABSTRACT

This research attempts to analyze effects of ROA (Return on Assets), DER (Debt to Equity Ratio), CR (Current Ratio) and TATO (Total Asset Turn Over), on the PBV (Price to Book Value) of automotive and components in the Indonesian Stock Exchange on periods from 2013 until 2017. The application of independent variables are as follows ROA, DER, CR, and TATO, otherwise the application of dependent variables on this research is PBV. This research took six automotive companies as an example and data purposive sampling were the methods and components used to take samples in this research. The data used in this research is secondary data taken from the official website of the Indonesia Stock Exchange. This research uses SPSS 21 to analyze the data. The results of this research showed ROA had a positive and significant effect on PBV, whereas TATO had a positive but not significant effect on PBV, DER and CR had a not significant negative effect on PBV. The adjusted R² value is 0.7661 which means that all independent variables ROA, DER, CR and TATO have 76.1% effect on PBV, while the remaining 23.9% can be explained by another variables outside of this research.

Keywords: Return On Asset (ROA), Debt Equity Ratio (DER), Current Ratio (CR), and Total Asset Turnover (TATO) and Price to Book Value (PBV)



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