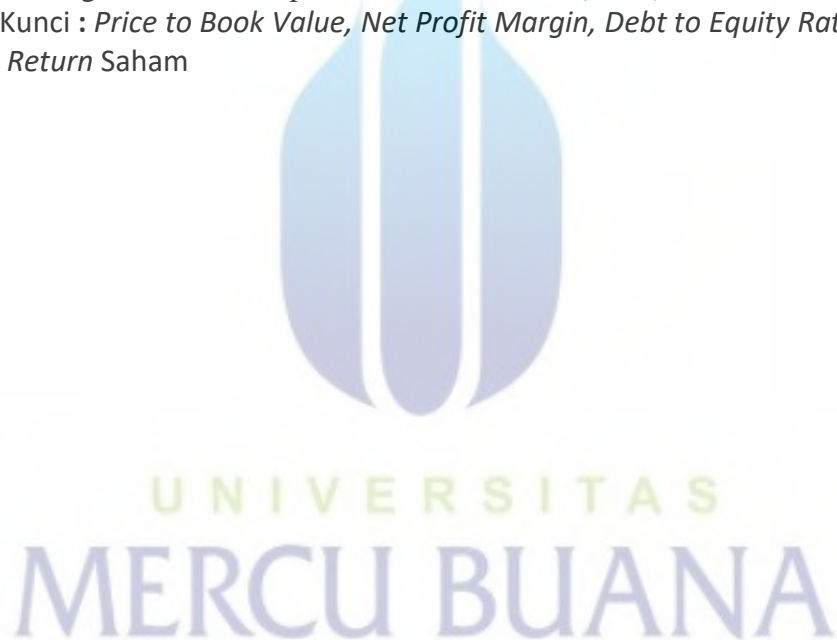


ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh variabel *Net Profit Margin*, *Debt to Equity Ratio*, *Ln. Total Aset*, *Return Saham* terhadap *Price To Book Value* pada perusahaan sub sektor Otomotif dan Komponen Tahun 2014-2019. Populasi dalam penelitian ini adalah sebanyak 13 perusahaan. Sampel yang digunakan adalah sebanyak 5 perusahaan. Metode penarikan sampel ini menggunakan metode *purposive sampling* dan pengujian hipotesisnya menggunakan analisis regresi data panel menggunakan Eviews 9. Hasil penelitian ini membuktikan bahwa *Net Profit Margin* (NPM) berpengaruh positif dan signifikan terhadap *Price To Book Value* (PBV), *Debt to Equity Ratio* (DER) berpengaruh negatif dan tidak signifikan terhadap *Price To Book Value* (PBV), Ukuran Perusahaan (*Ln. Total Aset*) berpengaruh positif dan tidak signifikan terhadap *Price To Book Value* (PBV), *Return Saham* berpengaruh negatif dan tidak signifikan terhadap *Price to Book Value* (PBV).

Kata Kunci : *Price to Book Value*, *Net Profit Margin*, *Debt to Equity Ratio*, *Ln. Total Aset*, *Return Saham*



ABSTRACT

This study aims to determine and analyze the effect of the variables Net Profit Margin, Debt to Equity Ratio, Ln. Total Assets, Stock Return on Price To Book Value in Automotive and Component sub-sector companies 2014-2019. The population in this study were 13 companies. The sample used is as many as 5 companies. This sampling method uses purposive sampling method and hypothesis testing using panel data regression analysis using Eviews 9. The results of this study prove that Net Profit Margin (NPM) has a positive and significant effect on Price To Book Value (PBV), Debt to Equity Ratio (DER) has a negative and insignificant effect on Price To Book Value (PBV), Company Size (Ln. Total Assets) has a positive and insignificant effect on Price To Book Value (PBV), Stock Return has a negative and insignificant effect on Price to Book Value (PBV).

Keywords : Price to Book Value, Net Profit Margin, Debt to Equity Ratio, Ln. Total Assets, Stock Return

