

## ABSTRAK

Nama : Siti Aisyah  
Program Study : Magister Manajemen  
Title : Pengaruh *Net Profit Margin*, *Current Ratio*, *Dividen Payout Ratio* Terhadap *Price Earning Ratio* dan *Price Book Value* Studi Pada Perusahaan Barang-barang Kosumsi Yang Terdaftar di BEI 2011-2013

Investasi saham merupakan investasi beresiko tinggi, dimana investor dapat memperoleh keuntungan yang banyak dan sebaliknya mengalami kerugian yang tidak sedikit. Oleh karena itu investor dituntut untuk teliti dalam pengambilan keputusan. Penelitian ini bertujuan untuk menganalisis pengaruh *Net Profit Margin*, *Current Ratio* dan *Dividen Payout Ratio*, terhadap *Price Earning Ratio* dan *Price Book Value*. Selanjutnya variabel independen manakah yang paling dominan mempengaruhi pada perusahaan barang-barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2011-2013. Sampel yang digunakan dalam penelitian ini 16 perusahaan yang terdaftar di Bursa Efek Indonesia dan *Indonesian Capital Market Directory* (ICMD) selama periode 2011-2013. Metode pengambilan sampel dilakukan dengan menggunakan *purposive sampling*. Metode analisis yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil uji variabel independen terhadap *price earning ratio*. Ditemukan bahwa *current ratio* dan *net profit margin* tidak berpengaruh signifikan negatif artinya hipotesis ditolak, sedangkan *dividen payout ratio* berpengaruh signifikan terhadap *price earning ratio* artinya hipotesis diterima. Hasil uji variabel independent terhadap *price book value*. Ditemukan bahwa *net profit margin* dan *dividen payout ratio* berpengaruh signifikan positif terhadap *price book value* hipotesis diterima. Sedangkan *current ratio tidak berpengaruh signifikan* hipotesis ditolak. Dan hasil uji variabel secara bersama-sama dari model pertama dan model kedua ditemukan bahwa *net profit margin*, *current ratio*, dan *dividen payout ratio* berpengaruh signifikan positif terhadap *price earning ratio* dan *price book value*. Sedangkan variabel yang paling dominan *net profit margin* berpengaruh terhadap *price book value*.

Kata Kunci : *Net Profit Margin*, *Current Ratio*, *Deviden Payout Ratio*, *Price Earning Ratio*, dan *Price Book Value*

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Stock investment is a high risk investment, where investor can gain many profit but also may having large loss. Thus the investor is expected to take decisions carefully. This study aims to analyze the effect of Net Profit Margin, Current Ratio and Dividend Payout Ratio on Price Earnings Ratio and Price Book Value. This study also aims to seek the most dominantly impactful variable especially on consumer goods company that listed in Bursa Efek Indonesia in 2011-2013. Sampe used in this study is 16 companies that listed on Bursa Efek Indonesia and Indonesian Capital Market Directory during 2011-2013 period. Sampling method was done by purposive sampling, while the analysis method used was multiple linear regression. The analysis result on Price Earnings Ratio. Shows that Current Ratio and Net Profit Margin has no significant effect, which means the hypothesis is not accepted, but it also found that Dividend Payout Ratio has a significant effect on Price Earnings Ratio which means the hypothesis is accepted. The second model that analyze Price Book Value shows that Net Profit Margin and Dividend payout Ratio has a positive significant effect on Price Book Value, means the hypothesis is accepted. While Current Ratio has no significant effect, thus its hypothesis is not accepted. On the multiple analysis for both model found that Net Profit margin, Current Ratio and Dividend Payout Ratio has positive significant effect on Price Earnings ratio and Price Book Value. While the most dominant variable is Net Profit Margin that effecting Price Book Value.

Keywords: Net Profit Margin, Current Ratio, Dividend Payout Ratio, Price Earnings Ratio, Price Book Value