

ABSTRACT

Title : The Effect of Debt to Equity Ratio (DER), Return On Asset Ratio (ROA), and Total Asset Turnover (TATO) Against Stock Prices in the Basic and Chemical Industry Sectors of Metal and Similar Subsectors Registered on the Indonesia Stock Exchange (IDX) Period 2013-2017

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This study aims to analyze the effect of Debt to Equity Ratio, Return On Assets, and Total Asset Turnover on stock prices in the basic industrial sector and chemical sub-sectors of metals and the like listed on the Stock Exchange in 2013-2017.

This research uses purposive sampling technique with a sample of 75 companies in the Basic Industry and Chemical Sector, the metal subsector and the like listed on the Indonesia Stock Exchange (IDX) for the 2013-2017 period.

This study uses multiple linear regression analysis to test the hypothesis. The hypothesis test results show that the debt to equity ratio and return on assets does not affect stock prices, while total asset turnover affects stock prices. Investors should review financial statements issued by companies and use financial ratios, especially Total Asset Turnover (TATO) in decision making.

Key Words : Debt to Equity Ratio, Return On Asset, Total Asset Turnover, and Stock Price.