

ABSTRAK

Judul : Pengaruh *Return On Equity*, *Debt to Asset Ratio* dan *Inventory Turnover* Terhadap Harga Saham
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Program Studi : Akuntansi

Latar belakang dalam penelitian ini yaitu adanya fluktuasi kinerja keuangan pada perusahaan sub sektor makanan dan minuman yang menyebabkan harga saham bergejolak serta terdapat perbedaan antara teori dan realita mengenai hubungan variabel *Return On Equity*, *Debt to Asset Ratio* dan *Inventory Turnover* terhadap Harga Saham pada perusahaan sub sektor makanan dan minuman.

Penelitian ini bertujuan untuk menganalisis pengaruh *Return On Equity*, *Debt to Asset Ratio* dan *Inventory Turnover* terhadap Harga Saham periode 2014-2018. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah dengan teknik *Purposive Sampling* dengan kriteria perusahaan sub sektor makanan dan minuman yang menerbitkan laporan keuangan tahun 2014-2018. Data yang digunakan dalam penelitian ini diperoleh dari laporan keuangan tahunan pada *website* resmi Bursa Efek Indonesia dan perusahaan dengan sampel sebanyak 13 perusahaan. Metode analisis data dalam penelitian ini dengan Analisis Regresi Linear Berganda, yang sebelumnya dilakukan pengujian asumsi klasik. Pengujian hipotesis menggunakan uji statistik F, uji statistik t dan uji koefisien determinasi *Adjusted R²* dengan tingkat signifikansi sebesar 5%.

Hasil penelitian menunjukkan bahwa variabel-variabel independen secara simultan (uji signifikansi F) berpengaruh terhadap Harga Saham dengan tingkat signifikansi 0,000. Sedangkan secara parsial (uji t) menunjukkan bahwa variabel *Return On Equity* berpengaruh positif dan signifikan terhadap harga saham, variabel *Debt to Asset Ratio* berpengaruh negatif dan signifikan terhadap harga saham dan *Inventory Turnover* berpengaruh tidak signifikan terhadap harga saham. Nilai *Adjusted R²* sebesar 0,312 yang berarti bahwa kemampuan ketiga variabel independen dapat menjelaskan Harga Saham sebesar 31,2% sedangkan sisanya dijelaskan oleh faktor lain.

Kata Kunci : Harga Saham, *Return On Equity*, *Debt to Asset Ratio* dan *Inventory Turnover*

ABSTRACT

Title : *The Influence of Return On Equity, Debt to Asset Ratio dan Inventory Turnover toward Stock Price*
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The background in this study is the fluctuation of financial performance in the food and beverage sub-sector companies which causes stock prices to fluctuate and there are differences between theory and reality regarding the relationship of Return On Equity, Debt to Asset Ratio dan Inventory Turnover to Stock Prices in sub-sector companies Food and beverage.

This study aims to analyze the effect of Return On Equity, Debt to Asset Ratio dan Inventory Turnover on Stock Prices for the period 2014-2018. The sampling technique used in this study was Purposive Sampling with the criteria of the food and beverage sub-sector that issued the 2014-2018 financial report. The data used in this study were obtained from annual financial reports on the official website of the Indonesia Stock Exchange and companies with a sample of 13 companies. The method of data analysis in this study is Multiple Linear Regression Analysis, which was previously tested for classical assumptions. Hypothesis testing uses the F statistical test, t statistical test and Adjusted R² determination coefficient test with a significance level of 5%.

The results showed that the independent variables simultaneously (significance test F) had an effect on the Stock Price with a significance level of 0,000. While partially (t-test) shows that the Return On Equity variable has a positive and significant effect on stock prices, the Debt to Asset Ratio variable variable has a negative and significant effect on stock prices and the Inventory Turnover variable has no significant effect on stock prices. Adjusted R² value is 0,312 which means that the ability of the three independent variables can explain the Stock Price by 31.2% while the rest is explained by other factors.

Key words : **Stock Price, Return On Equity, Debt to Asset Ratio and Inventory Turnover**