

PENGARUH *PRICE EARNING RATIO (PER)*, *DEBT TO EQUITY RATIO (DER)*, DAN *PRICE TO BOOK VALUE (PBV)* TERHADAP HARGA SAHAM

(Studi Kasus pada Perusahaan Perdagangan Ritel Sektor *Trade, Services & Investment* yang terdaftar di Bursa Efek Indonesia (BEI) Periode 2010-2014)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui tingkat dan pengaruh *Price Earning Ratio (PER)*, *Debt to Equity Ratio (DER)*, dan *Price to Book Value (PBV)* terhadap Harga Saham. Data yang digunakan dalam penelitian ini adalah data sekunder dari laporan keuangan 8 Perusahaan Perdagangan Ritel sektor *Trade, Services & Investment* yang telah dipublikasikan BEI. Metode analisis yang digunakan adalah analisis asumsi klasik, analisis regresi berganda, analisis korelasi, analisis koefisien determinasi, uji hipotesis secara parsial dan simultan.

Dari hasil analisis menunjukkan bahwa variabel DER secara parsial tidak memiliki pengaruh signifikan terhadap Harga Saham, sedangkan untuk PER dan PBV secara parsial memiliki pengaruh yang signifikan terhadap Harga Saham. Sementara secara simultan PER, DER, dan PBV terbukti berpengaruh signifikan terhadap Harga Saham. Pengaruh atau kontribusi dari ketiga variabel tersebut terhadap Harga Saham sebesar 51,6%, sedangkan selebihnya 48,4% dipengaruhi oleh faktor lain yang tidak diuji dalam penelitian ini.

Kata Kunci: *Price Earning Ratio (PER)*, *Debt to Equity Ratio (DER)*, *Price to Book Value (PBV)*, Harga Saham.

THE INFLUENCE OF PRICE EARNING RATIO (PER), DEBT TO EQUITY RATIO (DER), DAN PRICE TO BOOK VALUE (PBV) TO STOCK PRICE

(Case on Company listed in Sector Trade, Services & Investment in Indonesian Stock Exchange Period 2010-2014)

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ABSTRACT

This study aims to determine the rate and effect of Price Earning Ratio (PER), Debt to Equity Ratio (DER), and Price to Book Value (PBV) on Stock Price. The data used in this research is secondary data from the annual financial statements 8 company listed in sector Trade, Services & Investment which have been published in Indonesian Stock Exchange. The analytical method used are the analysis of the classical assumption, multiple regression analysis, correlation analysis, coefficient of determination analysis, hypothesis testing partially and simultaneously.

From the results of the analysis showed that no partial DER variables have a significant influence on stock price, while for PER and PBV partially have a significant effect on Stock Price. While simultaneously PER, DER, and PBV proved significant effect on stock price. Influence or contribution of these three variables on stock price amounted to 51.6%, while the remaining 48.4% is influenced by other factors not tested in this study.

Keywords: Price Earning Ratio (PER), Debt to Equity Ratio (DER), Price to Book Value (PBV), Stock Price.