

**MEMAKSIMALKAN KINERJA KEUANGAN GUNA MENCIPTAKAN
NILAI PERUSAHAAN BAGI *STOCKHOLDERS*
(Studi Kasus pada Perusahaan Sub Sektor Kosmetik dan Keperluan Rumah
Tangga yang Terdaftar di BEI Periode 2013-2017)**

Oleh:
Elin Karlina

Di bawah bimbingan:
Dr. Dito Rinaldo, SE., MM.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *Return On Asset* (ROA) dan *Current Ratio* (CR) terhadap *Price to Book Value* (PBV) baik secara parsial maupun secara simultan. Data penelitian ini menggunakan data sekunder dari laporan keuangan pada perusahaan sub sektor kosmetik dan keperluan rumah tangga yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif. Populasi dalam penelitian ini adalah perusahaan sub sektor kosmetik dan keperluan rumah tangga yang terdaftar di BEI. Sampel yang diambil sesuai dengan kriteria *sampling purposive* sebanyak 5 perusahaan. Analisis data yang digunakan adalah analisis linier data panel dengan model *Fixed Effect*.

Berdasarkan hasil penelitian yang telah dilakukan menunjukkan bahwa *Return On Asset* (ROA) secara parsial berpengaruh positif dan signifikan terhadap *Price to Book Value* (PBV), sedangkan *Current Ratio* (CR) tidak berpengaruh terhadap *Price to Book Value* (PBV). Sementara secara simultan *Return On Asset* (ROA) dan *Current Ratio* (CR) berpengaruh signifikan terhadap *Price to Book Value* (PBV). Maka berdasarkan hasil pengujian terhadap *Price to Book Value* (PBV) tersebut diharapkan perusahaan untuk lebih memperhatikan rasio-rasio dalam meningkatkan *Price to Book Value* (PBV).

Kata kunci: *Return On Asset* (ROA), *Current Ratio* (CR), *Price to Book Value* (PBV)

**MAXIMIZING FINANCIAL PERFORMANCE TO CREATE COMPANY
VALUE FOR STOCKHOLDERS**
*(Case Study of Cosmetic Sub-Sector Companies and Household Purposes
Registered on the Indonesia Stock Exchange for the 2013-2017 Period)*

By:
Elin Karlina

Preceptor:
Dr. Dito Rinaldo, SE., MM.

ABSTRACT

The purpose of this study was to determine the effect of Return On Assets (ROA) and Current Ratio (CR) on Price to Book Value (PBV) both partially and simultaneously. This research data uses secondary data from financial statements in the cosmetic and household sub-sector companies listed on the Indonesia Stock Exchange for the period 2013-2017.

The method used in this research are descriptive and verification method. The population in this study is the cosmetics and household needs sub-sector companies manufacture that in IDX. Samples taken in accordance with purposive sampling criteria were 5 companies. Analysis of the data used is linear data panel analysis with the Fixed Effect model.

Based on the results of research that has been done shows that the Return On Assets (ROA) partially has a positive and significant effect on Price to Book Value (PBV), while the Current Ratio (CR) does not affect the Price to Book Value (PBV). While simultaneously Return On Assets (ROA) and Current Ratio (CR) have a significant effect on Price to Book Value (PBV). So based on the results of testing on Price to Book Value (PBV), the company is expected to pay more attention to the ratios in increasing Price to Book Value (PBV).

Keywords: Return On Asset (ROA), Current Ratio (CR), Price to Book Value (PBV)