

**ANALISIS FUNDAMENTAL DAN TEKNIKAL TERHADAP
KEPUTUSAN INVESTASI PADA SUB SEKTOR PERBANKAN YANG
TERDAFTAR DI BURSA EFEK INDONESIA (BEI) PERIODE 2013-2017**

Oleh:

Mega Cahya Eka Putri

Pembimbing:

Fia Dialysa, SE., MM.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *Return On Equity* (ROE), *Earning Per Share* (EPS), *Price Earning Ratio* (PER), dan *Simple Moving Average* (SMA) terhadap Keputusan Investasi baik secara parsial maupun secara simultan. Metode penelitian ini menggunakan metode deskriptif dan verifikatif dengan analisis kuantitatif. Data penelitian ini menggunakan data sekunder dari laporan keuangan perusahaan Sub Sektor Perbankan yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017. Teknik *sampling* penelitian ini menggunakan teknik *sampling probability* maka sampel yang digunakan ada sebanyak 32 laporan keuangan.

Berdasarkan hasil penelitian menunjukkan bahwa *Return On Equity* (ROE) secara parsial tidak berpengaruh secara signifikan terhadap Keputusan Investasi, *Earning Per Share* (EPS) berpengaruh secara signifikan terhadap Keputusan Investasi, dan *Price Earning Ratio* (PER) berpengaruh secara signifikan terhadap Keputusan Investasi, serta *Simple Moving Average* (SMA) memiliki tingkat keakuratan sebesar 85%. Sementara secara simultan *Return On Equity* (ROE), *Earning Per Share* (EPS), dan *Price Earning Ratio* (PER) berpengaruh signifikan terhadap Keputusan Investasi. Pengaruh kontribusi dari ketiga variabel fundamental tersebut terhadap Keputusan Investasi sebesar 64% sedangkan sisanya dipengaruhi oleh faktor lain diluar penelitian ini.

Kata kunci: *Analisis Fundamental, Analisis Teknikal, Bursa Efek Indonesia (BEI).*

**FUNDAMENTAL AND TECHNICAL ANALYSIS OF INVESTMENT
DECISIONS ON THE BANKING SECTOR LISTED IN INDONESIA STOCK
EXCHANGE PERIOD 2013-2017**

Written by:

Mega Cahya Eka Putri

Under Guidance of:

Fia Dialysa, SE., MM.

ABSTRACT

The purpose of this research is to know the influence of Return On Equity (ROE), Earning Per Share (EPS), Price Earning Ratio (PER), dan Simple Moving Average (SMA) to Investment Decisions either partially or simultaneously. This research method using descriptive and verification methods with quantitative analysis. This research data using secondary data derived from financial statements of the Banking Sub Sector companies listed on the Indonesian Stock Exchange (IDX) for the period 2013-2017. Sampling technique of this research using probability sampling technique then the sample used there are as many as 32 financial statements.

The result shows that Return On Equity (ROE) partially has no significant influence on Investment Decisions, Earning Per Share (EPS) has partially significant influence to Investment Decisions, and Price Earning Ratio (PER) has partially significant influence to Investment Decisions, while Simple Moving Average (SMA) has an accuracy rate of 85%. Simultaneously Return On Equity (ROE), Earning Per Share (EPS), Price Earning Ratio (PER) have significant effect to Investment Decisions. The effect of the contributions of the three fundamental variables on Investment Decisions is 64% while the rest is influenced by other factors outside of this research.

Keywords: *Fundamental Analysis, Technical Analysis, Indonesian Stock Exchange (IDX).*