

## **ABSTRACT**

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### **INFLUENCE OF PRICE EARNINGS RATIO, DEBT TO EQUITY RATIO, AND RETURN ON EQUITY TOWARDS STOCK PRICE IN CONSUMER GOODS COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE**

(76+viii pages; 6 figures; 13 tables; 9 appendixes)

As the growth of economic in Indonesia at it breakneck pace, so do the consumer goods industry. Consumer goods industries are companies engaged in manufacturing that process raw materials into finished goods, where the products of consumer goods companies will later be consumed or used by the wider community.

The purpose of this study is to see how is the influence of price earnings ratio, debt to equity ratio, and return on equity towards stock prices in consumer goods companies listed on the Indonesia Stock Exchange (IDX) from 2018 to 2020. Consumer goods companies registered on the Indonesia Stock Exchange (IDX) between 2018 and 2020 made up the study's population, with total of 67 companies. 31 customer goods companies were chosen for the study using a purposive sampling technique. The descriptive analysis test, classical assumption test, and multiple regression analysis were employed to analyze this research. This research is using quantitative approach and IBM SPSS Statistics ver. 25

The findings revealed that the return on equity (ROE) has a partially significant influence on stock prices, but the price earnings ratio (PER) and Debt to Equity Ratio (DER) variables did not. Stock prices are affected simultaneously by the variables PER, DER, and ROE. The variables PER, DER, and ROE can explain stock prices in consumer goods companies listed on the Indonesia Stock Exchange (IDX) on 2018-2020 amounted to 20.4%.

**Keywords: Price earnings ratio, Debt to equity ratio, Return on Equity, Stock Price, Consumer Goods**

References: 32 (2017-2021)

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Seiring pertumbuhan ekonomi di Indonesia yang sangat pesat, demikian pula industri barang konsumsi. Industri barang konsumsi adalah perusahaan yang bergerak di bidang manufaktur yang mengolah bahan mentah menjadi barang jadi, dimana produk dari perusahaan barang konsumsi tersebut nantinya akan dikonsumsi atau digunakan oleh masyarakat luas.

Tujuan dari penelitian ini adalah untuk melihat bagaimana pengaruh price earning ratio, debt to equity ratio, dan return on equity terhadap harga saham pada perusahaan barang konsumsi yang terdaftar di Bursa Efek Indonesia (BEI) dari tahun 2018 sampai dengan tahun 2020. Perusahaan barang konsumsi yang terdaftar di Bursa Efek Indonesia (BEI) antara 2018 dan 2020 menjadi populasi penelitian, dengan total 67 perusahaan. 31 perusahaan customer goods dipilih untuk penelitian dengan menggunakan teknik purposive sampling. Uji analisis deskriptif, uji asumsi klasik, dan analisis regresi berganda digunakan untuk menganalisis penelitian ini. Penelitian ini menggunakan pendekatan kuantitatif dan IBM SPSS Statistics ver. 25

Hasil penelitian menunjukkan bahwa return on equity (ROE) berpengaruh signifikan secara parsial terhadap harga saham, tetapi variabel Price Earning Ratio (PER) dan Debt to Equity Ratio (DER) tidak. Harga saham dipengaruhi secara simultan oleh variabel PER, DER, dan ROE. Variabel PER, DER, dan ROE dapat menjelaskan harga saham pada perusahaan barang konsumsi yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2018-2020 sebesar 20,4%

**Kata Kunci:** Price earnings ratio, Debt to equity ratio, Return on Equity, Stock Price, Consumer Goods

Referensi: 32 (2017-2021)