ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Debt to Equity Ratio* (DER), *Return On Equity* (ROE) dan Inflasi terhadap Harga Saham. Indikator dari inflasi adalah tingkat inflasi yang datanya didapatkan dari laporan inflasi tahunan yang telah ditetapkan oleh Bank Indonesia.

Jenis penelitian ini adalah penelitian kausal komparatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan *metode purposive* sampling tersebut didapatkan sebanyak 11 sampel dari 18 perusahaan *food and beverages* yang terdaftar di BEI selama tahun 2014-2018. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa *debt to equity ratio* berpengaruh negatif dan tidak signifikan terhadap harga saham, dan inflasi berpengaruh negatif dan tidak signifikan terhadap harga saham. Sedangkan *return on equity* berpengaruh positif dan signifikan terhadap harga saham.

Kata Kunci : *Debt to Equity Ratio* (DER), *Return On Equity* (ROE), Inflasi, Harga Saham

ABSTRACT

This research aimed to examine the effect of *Debt to Equity Ratio* (DER), *Return On Equity* (ROE) and Inflation on the shares price. While, the indicator of inflation was inflation rates which were taken from the annual inflation statement which had been determined by Bank of Indonesia.

The research was causal-comparative. Moreover, the population was 18 *Food and Beverages* companies which were listed on Indonesia Stock Exchange 2014-2018. Furthermore, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 11 samples of Food and Beverages companies. In addition, the data analysis technique used multiple linear regression with SPSS 25.

The research result concluded *Debt to Equity Ratio* had negative and insignificant effect on the shares price. Likewise, inflation had negative and insignificant effect on the shares price. On the other hand, *Return On Equity* had positive and significant effect on the shares price

Keywords : *Debt to Equity Ratio* (DER), *Return On Equity* (ROE), Inflation, Shares Price