

ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh rasio profitabilitas, rasio likuiditas dan rasio solvabilitas terhadap *return* saham. Rasio profitabilitas diukur dengan *return on asset*, rasio likuiditas diukur dengan *current ratio* dan rasio solvabilitas diukur dengan *debt to equity ratio*.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Sampel diperoleh dengan metode *purposive sampling* yaitu teknik sampling non random dimana peneliti menentukan pengambilan sampel dengan cara menetapkan ciri-ciri khusus maupun kriteria khusus. Berdasarkan metode *purposive sampling* telah didapatkan sebanyak 65 sampel dari 13 perusahaan *consumer goods* yang terdaftar di Bursa Efek Indonesia selama tahun 2014-2018. Penelitian ini menggunakan metode analisis regresi linier berganda menggunakan program SPSS versi 23.

Hasil dari penelitian ini adalah (1) rasio profitabilitas yang diproksikan dengan *return on asset* secara parsial memiliki pengaruh yang signifikan terhadap *return* saham. (2) rasio likuiditas diproksikan dengan *current ratio* berpengaruh signifikan terhadap *return* saham dan (3) rasio solvabilitas yang diproksikan dengan *debt to equity ratio* juga memiliki pengaruh yang signifikan terhadap *return* saham.

Kata Kunci: *return on asset*, *current ratio*, *debt to equity* dan *return* saham

ABSTRACT

This research was conducted to examine the effect of profitability ratios, liquidity ratios and solvency ratios on stock returns. Profitability ratios are measured by return on assets, liquidity ratios are measured by current ratios and solvency ratios are measured by debt to equity ratio.

This type of research is quantitative research. Samples were obtained by purposive sampling method, which is a non-random sampling technique where the researcher determines sampling by specifying specific characteristics and special criteria. Based on purposive sampling method, as many as 65 samples have been obtained from 13 consumer goods companies that listed on the Indonesia Stock Exchange during 2014-2018. This research using multiple linear regression analysis method using SPSS version 23.

The results of this research are (1) profitability ratios that are proxied by return on assets partially have a significant effect on stock returns. (2) the liquidity ratio proxied by the current ratio has a significant effect on stock returns and (3) the solvency ratio proxied by the debt to equity ratio also has a significant effect on stock returns.

Keywords: return on assets, current ratio, debt to equity and stock returns.



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