

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE) dan *Debt to Equity Ratio* (DER) terhadap harga saham perusahaan telekomunikasi yang terdapat di Bursa Efek Indonesia.

Populasi dalam penelitian ini menggunakan perusahaan telekomunikasi yang terdapat di Bursa Efek Indonesia dengan jumlah sebanyak 6 perusahaan selama periode tahun 2014-2019. Jenis penelitian ini menggunakan kausal komparatif. Teknik penelitian yang digunakan pada penelitian ini menggunakan teknik sampel jenuh dimana populasi yang dibentuk secara homogen, yang dipilih berdasarkan kriteria, sehingga diperoleh sampel sebanyak 5 perusahaan. Metode analisis data menggunakan analisis regresi linier berganda dengan program alat bantu SPSS versi 25.

Berdasarkan dari hasil pengujian hipotesis (uji t) menunjukkan bahwa *Return On Asset* (ROA), *Return On Equity* (ROE), *Debt to Equity Ratio* (DER) berpengaruh positif signifikan terhadap harga saham pada perusahaan telekomunikasi.

Kata kunci: *Return On Asset* (ROA), *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), Harga Saham.



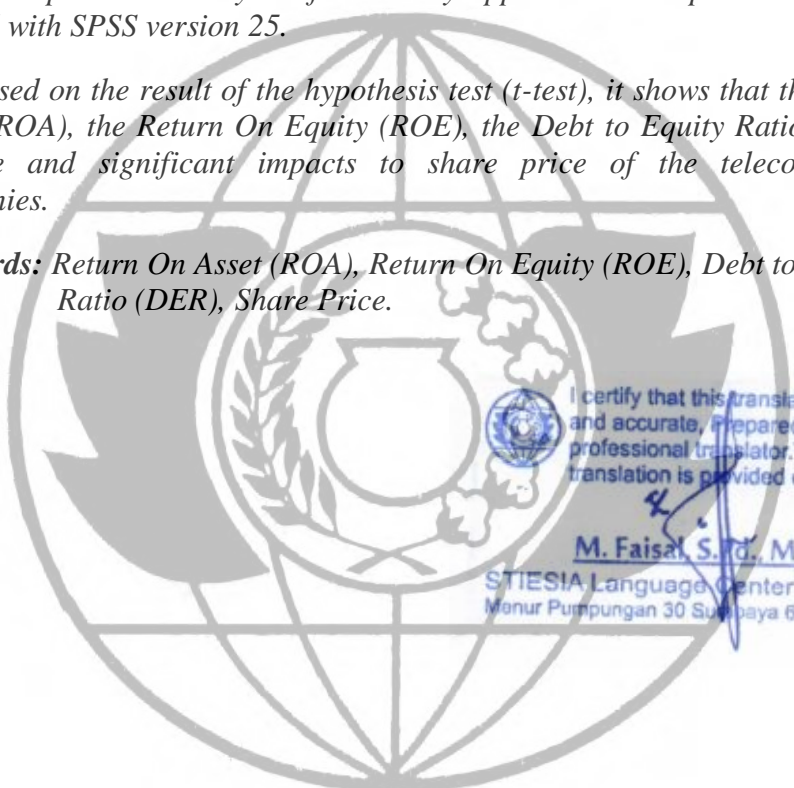
ABSTRACT

This study aims to test the impact of the Return On Asset (ROA), the Return On Equity (ROE), and the Debt to Equity Ratio (DER) toward the share price of the telecommunication companies in Indonesia's Stock Exchange.

The population of this study applies 6 Telecommunication Companies in Indonesia's Stock Exchange during 2014-2019 period. The type of this study is causal comparative. The study applies the saturation sampling which its population are homogen, chosen based on the criteria, so there are 5 companies as the samples. The analysis of this study applies the multiple linear regression method with SPSS version 25.

Based on the result of the hypothesis test (t-test), it shows that the Return On Asset (ROA), the Return On Equity (ROE), the Debt to Equity Ratio (DER) give positive and significant impacts to share price of the telecommunication companies.

Keywords: *Return On Asset (ROA), Return On Equity (ROE), Debt to Equity Ratio (DER), Share Price.*



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