

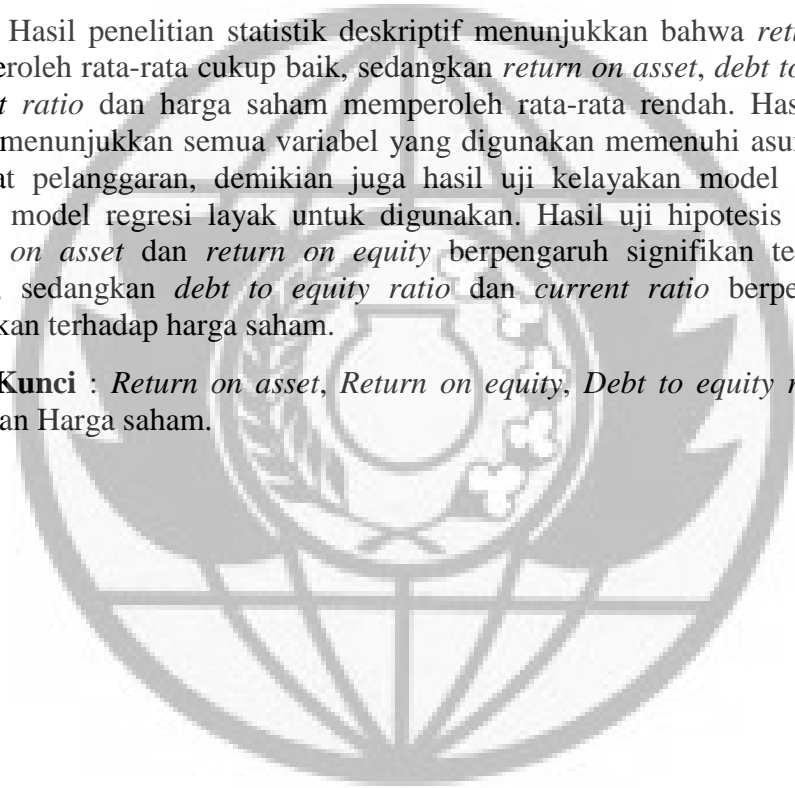
## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *return on asset*, *return on equity*, *debt to equity ratio* dan *current ratio* terhadap harga saham pada perusahaan Otomotif yang tercatat di Bursa Efek Indonesia.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel penelitian diperoleh dengan menggunakan metode sampling jenuh, yaitu teknik penentuan sampel apabila semua populasi digunakan sebagai sampel. Berdasarkan metode sampling jenuh terdapat 6 perusahaan. Metode analisis menggunakan analisis statistik deskriptif dan analisis inferensial dengan menggunakan analisis regresi berganda.

Hasil penelitian statistik deskriptif menunjukkan bahwa *return on equity* memperoleh rata-rata cukup baik, sedangkan *return on asset*, *debt to equity ratio*, *current ratio* dan harga saham memperoleh rata-rata rendah. Hasil uji asumsi klasik menunjukkan semua variabel yang digunakan memenuhi asumsi dan tidak terdapat pelanggaran, demikian juga hasil uji kelayakan model menunjukkan bahwa model regresi layak untuk digunakan. Hasil uji hipotesis menunjukkan *return on asset* dan *return on equity* berpengaruh signifikan terhadap harga saham, sedangkan *debt to equity ratio* dan *current ratio* berpengaruh tidak signifikan terhadap harga saham.

**Kata Kunci** : *Return on asset*, *Return on equity*, *Debt to equity ratio*, *Current ratio* dan Harga saham.



## ***ABSTRACT***

This research aimed to examine the effect of return on asset, return on equity, debt to equity ratio and current ratio on the shares price of automotive companies which were listed on indonesia stock exchange.

The research was quantitative. While, the data collection technique used saturated sampling. Moreover, the data analysis technique used descriptive statistics and inferential analysis with multiple linear regression.

The research result, from descriptive statistics, showed return on equity had scored good everage. On the other hand, return on asset debt to equity ratio current ratio, and shares price had scored low in average. Besides, from classical assumption test, it showed all variables had fulfilled the assumption an had no violent. Moreover, from the proper test model, it showed the model was properly used. Moveover, from hypothesis test, it showed return on asset and return on equity had significant effect on the shares price. On the other hand, debt to equity ratio and current ratio had insignificant effect on the shares price.

**Keywords:** return on asset, return on equity, debt to equity ratio, current ratio and shares price.

