

ABSTRAK

Salah satu informasi yang mendasari investor dalam melakukan transaksi di pasar modal adalah laporan keuangan. Berdasarkan laporan keuangan dapat diketahui kinerja perusahaan dalam mendayagunakan aktivitas usahanya secara efisien dan efektif. Penelitian ini bertujuan untuk mengetahui apakah rasio profitabilitas dan rasio pasar berpengaruh terhadap *return* saham pada perusahaan kertas di Bursa Efek Indonesia.

Populasi penelitian ini adalah perusahaan perusahaan kertas yang terdaftar di Bursa Efek Indonesia selama periode 2016 sampai 2018. Pengambilan sampel menggunakan teknik *purposive sampling*. Sumber data yang digunakan adalah data sekunder sedangkan teknik pengumpulan data dilakukan dengan cara dokumentasi yaitu mencari data dengan melihat dokumen-dokumen perusahaan kertas yang terdaftar di Bursa Efek Indonesia. Teknik analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan *return on Assets* tidak berpengaruh terhadap *return* saham. *Return on equity* tidak berpengaruh terhadap *return* saham. *Earning per share* berpengaruh terhadap *return* saham. *Price earning ratio* tidak berpengaruh terhadap *return* saham pada perusahaan kertas di Bursa Efek Indonesia.

Kata kunci: *return on assets, return on equity, earning per share, price earning ratio, return saham*

ABSTRACT

Financial statement becomes one of the information which is used by investor in having transaction at capital market. While, based on companies' financial statement, its performance in making used some business activities efficiently and effectively can be measured. Therefore, this research aimed to find out whether profitability and market ratio affected on stock return of paper companies which were listed on Indonesia Stock Exchange or not.

The population was paper companies which were listed on Indonesia Stock Exchange during 2016-2018. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. Furthermore, the instrument used companies' documents which were observed. Additionally, the data analysis technique used multiple linear regressions.

The research result concluded Return On Asset did not affect stock return of paper companies. Likewise, Return On Equity did not affect stock return of paper companies. Similarly, Price Earnings Ratio did not affect stock return of paper companies. On the other hand, Earning Per Share affected stock return of paper companies.

Keywords: Return On Asset, Return On Equity, Earning Per Share, Price Earning Ratio, Stock Return