

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh variabel *Return On Investment* (ROI), *Debt to Equity Ratio* (DER) dan *Price to Book Value* (PBV) terhadap harga saham Perusahaan Otomotif dan Komponen yang terdaftar di Bursa Efek Indonesia (BEI) periode 2016-2020.

Jenis penelitian ini adalah penelitian kuantitatif. Terdapat 13 Perusahaan Otomotif dan Komponen yang terdaftar di Bursa Efek Indonesia (BEI). Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik sampling jenuh atau sensus yaitu teknik untuk menentukan sampel dengan menggunakan seluruh populasi yang ada berdasarkan karakteristik dan kualitas. Analisis data yang digunakan merupakan analisis regresi linier berganda dengan menggunakan aplikasi SPSS 25.

Hasil pengujian menunjukkan bahwa *Return On Investment* (ROI) berpengaruh positif signifikan terhadap Harga Saham, *Debt to Equity Ratio* (DER) berpengaruh positif signifikan terhadap Harga Saham, dan *Price to Book Value* (PBV) berpengaruh negatif signifikan terhadap Harga Saham perusahaan Otomotif dan Komponen yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2016-2020.

Kata kunci: *Return On Investment* (ROI), *Debt to Equity Ratio* (DER), *Price to Book Value* (PBV), Harga Saham.

ABSTRACT

This research aimed to examine the effect of Return On Investment (ROI), Debt to Equity Ratio (DER), and Price to Book Value (PBV) on the stock price at Automotive and Component Company listed on Indonesia Stock Exchange (IDX) in 2016-2020 period.

This research was quantitative. There were 13 Automotive and Component Companies listed on Indonesia Stock Exchange (IDX). The research sample collection technique used a saturated sampling technique or census namely a sample determination technique with all populations based on the character and quality. Moreover, the research data analysis used multiple linear regression analysis with the SPSS application 25 version.

The research result showed that Return On Investment (ROI) had a significantly positive effect on the stock price, furthermore, the Debt to Equity Ratio (DER) had a significantly positive effect on the stock price, and Price to Book Value (PBV) had a significantly negative effect on the stock price at Automotive and Component Companies listed on Indonesia Stock Exchange (IDX) in 2016-2020 period.

Keywords: *Return On Investment (ROI), Debt To Equity Ratio (DER), Price To Book Value (PBV), Stock Price.*