INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh rasio keuangan yang terdiri dari *Return On Investment, Return On Equity, Total Asset Turn Over,* dan *Price Earning Ratio* terhadap harga saham perushaan Telekomunikasi yang terdaftar di Bursa Efek Indonesia.

Populasi dalam penelitian ini adalah perusahaan Telekomunikasi yang terdaftar di Bursa Efek Indonesia periode 2010 – 2015. Teknik pengambilan sampel dengan menggunakan *purposive sampling* artinya memilih menggunakan kriteria, dimana jumlah sampel yang diambil sebanyak 5 perusahaan. Sumber data dalam penelitian ini adalah data sekunder yang diperoleh dari Bursa Efek Indonesia berupa laporan keuangan perusahaan Telekomunikasi. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Berdasarkan dari hasil anlisis penelitian dapat diketahui bahwa *Price Earning Ratio* berpengaruh tidak signifikan terhadap harga saham perusahaan Telekomunikasi. Sedangkan *Return On Investment, Return On Equity,* dan *Total Asset Turn Over* berpengaruh signifikan terhadap harga saham perushaan Telekomunikasi. Koefisien determinasi sebesar 46,4% yang berarti harga saham dapat dijelaskan oleh variabel *Return On Invesment, Return On Equity, Total Assetu Turn Over,* dan *Price Earning Ratio.* sedangkan sisanya 53,6% dipengaruhi oleh variabel lain diluar model yang diteliti.

Kata kunci : *Return On Invesment, Return On Equity, Total Assetu Turn Over,Price Earning Rati,* dan Harga Saham

ABSTRACT

This research is aimed to find out the influence of financial ratio which consist of Return on Investment, Return on Equity, Total Asset Turnover, and Price Earnings Ratio to the stock price at telecommunication companies which are listed in Indonesia Stock Exchange.

The population is all telecommunication companies which are listed in Indonesia Stock Exchange in 2010-2015 periods. The sample collection technique has been conducted by using purposive sampling, it means toselectsamples by using criteria, and thenumbers of samplesare 5 companies. The source of data is the secondary data which has been obtained from the Indonesia Stock Exchange in the form of financial statement of Telecommunication Companies. The data analysis technique has been carried out by using multiple linear regressions analysis.

Based on the result of analysis it has been found that Price Earnings Ratio does not give any significant influence to the stock price of the telecommunication companies. Meanwhile, Return on Investment, Return on Equity, and Total Asset Turnovergive significant influence to the stock price at telecommunication companies. The determination coefficient is 46.4%, it means that stock price can be explained by Return on Investment, Return on Equity, Total Assets Turnover, and Price Earnings Ratio meanwhile the remaining 53.6% is influenced by other variableswhich are not includedin the model observation.

Keywords: Return on investment, return on equity, total assets turnover, price earnings ratio, and stock price.