

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh dari kinerja keuangan yang memengaruhi *return* saham. Kinerja keuangan diukur dengan *return on asset*, *earning per share*, dan *total asset turnover*.

Jenis penelitian yang digunakan yaitu penelitian kuantitatif. Populasi dalam penelitian ini adalah perusahaan subsektor *pulp* dan kertas yang terdaftar di Bursa Efek Indonesia (BEI). Teknik pengambilan sampel menggunakan teknik *purposive sampling* untuk pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan teknik *purposive sampling* didapatkan sampel sebanyak 8 perusahaan subsektor *pulp* dan kertas. Data penelitian diambil selama 4 tahun dengan periode 2019-2022, sehingga didapatkan sampel sebanyak 32 data yang diolah. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda dengan menggunakan *software* pengolahan data SPSS (*Statistical Product And Service Solution*) versi 26.

Hasil penelitian menunjukkan bahwa *return on asset*, dan *total asset turnover* berpengaruh positif dan signifikan terhadap *return* saham. Sedangkan *earning per share* berpengaruh negatif dan signifikan terhadap *return* saham.

Kata Kunci : *Return On Asset, Earning Per Share, Total Asset Turnover, Return Saham.*

ABSTRACT

This research aimed to find out and analyze the effect of financial performance on the stock return. The financial performance was measured by Return On Assets, Earnings Per Share, and Total Asset Turnover.

The research was quantitative. Moreover, the population was Pulp and Paper sub-sector companies listed on the Indonesia Stock Exchange (IDX). The data collection technique used purposive sampling, in which the sample was based on the determined criteria. In line with that, there were 8 Pulp and Paper sub-sector companies. Furthermore, the data were taken for 4 years (2019-2022). In total, there were 32 data processed. The data analysis technique used multiple linear regressions with the data process software of SPSS (Statistical Product And Service Solution) 26 version.

The research indicated that both Return On Asset and Total Asset Turnover had positive and significant effect on the stock return of Pulp and Paper sub-sector companies listed on the Indonesia Stock Exchange (IDX). On the other hand, Earning Per Share had a negative and significant effect on the stock return of Pulp and Paper sub-sector companies listed on the Indonesia Stock Exchange (IDX).

Keywords: *Return On Asset, Earning Per Share, Total Asset Turnover, Stock Return.*



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