

ABSTRAK

Noni Ayunda Sari, 71170313010 , Pengaruh Debt To Equity Ratio, Rasio Pasar dan Total Asset Turn Over Terhadap Return Saham Pada Perusahaan Property Yang Terdaftar di ISSI. Dibimbing Oleh : Zufrizal ,S.E.,AK.,MBA.,MAFIS sebagai Pembimbing I, dan Lusi Elviani Rangkuti.,S.E.,M.S.i sebagai Pembimbing II. Skripsi Fakultas Ekonomi , UISU, Medan 2021

Penelitian ini bertujuan untuk melihat seberapa besar Pengaruh Debt To Equity Ratio (DER), Rasio Pasar (Price Book Value) dan Total Asset Turn Over (TATO) Pada Perusahaan Property Yang Terdaftar di ISSI. Jumlah sampel pada penelitian ini sebanyak 10 sampel perusahaan dan penelitian dilakukan dari Tahun 2016-2018. Metode analisis data yang digunakan untuk menguji hipotesis adalah Uji analisis deskriptif, Uji Asumsi klasik, Uji analisis linear berganda, dan Uji Hipotesis yang diolah secara statistik dan menggunakan program Statistic for product and service solution (SPSS) versi 25,00 Tahun 2020. Hasil penelitian menunjukkan bahwa variabel Debt To equity Ratio (DER), Rasio Pasar (Price book value) dan Total Asset Turn Over (TATO) secara simultan memberikan pengaruh signifikan terhadap Return Saham. Sedangkan secara parsial pengaruhnya berbeda-beda, Debt To Equity Ratio dan Total Asset Turn Over tidak berpengaruh signifikan terhadap Return Saham. Sedangkan rasio pasar (Price Book value) berpengaruh signifikan dan memiliki arah yang negatif terhadap Return Saham.

Kata Kunci : Debt To Equity Ratio, Rasio Pasar (Price Book Value), Total Asset Turn Over, Return Saham.

ABSTRACT

Noni Ayunda Sari , 71170313010 , Debt To Equity Ratio, Market ratio, and Total Asset Turn Over on Stock Returns on Property Companies Registerd at ISSI. Guided by: Zufrizal .,S.E.,AK.,MBA.,MAFIS as advisor I, dan Lusi Elviani Rangkuti.,S.E.,M.S.i as advisor II. Skripsi Fakultas Ekonomi , UISU, Medan 2021

This study aims to see how much influence the Debt To Equity Ratio (DER), Market Ratio (Price Book Value), and Total Asset Turn Over on Property Companies Registerd at ISSI. The number of samples in thin research was 10 companies and the research was conducted from 2016-2018. The data analysis methods used totest the hypothesis are descriptive analysis test, classical assumption test, multiple linear analysis test, and hypothesis test which are processed statistically and use the statistic for product and service solutions (SPSS) Versio 25,00 year 2020 program. Shows that the variable Debt To Equity Rati (DER) , Market Ratio (Price Book Value), and Total Assset Turn Over (TATO) simultaneously have a significant effect on stok returns. Whilw partially the effect is deffrent, Debt To Equity Ratio and Total Asset Turn Over do not have a significant effect on stock returns. Meanwhilw the market ratio (Proce book value) has a significant effect has a negative direction on stock returns.

Keywords : *Debt To Equity Ratio, Market Ratio(Price Book Value), Total Asset Turn Over, Stock Returns.*