

ABSTRAK

Analisis rasio keuangan dan harga saham dapat dipergunakan sebagai alat evaluasi tentang kondisi atau keberadaan financial perusahaan pada masa lalu, sekarang dan memproyeksikan hasil dimasa yang akan datang, serta dapat menganalisis 30 perusahaan manufaktur tersebut berpengaruh terhadap return saham. Dimana analisis laporan keuangan dapat dilakukan dengan menggunakan rasio keuangan. Rasio-rasio yang digunakan untuk menilai kinerja keuangan perusahaan seperti rasio likuiditas, rasio leverage, rasio aktivitas, dan rasio profitabilitas, serta harga saham. Penelitian ini bertujuan untuk menganalisis rasio keuangan dan harga saham terhadap return saham. Populasi penelitian adalah Perusahaan-perusahaan manufaktur yang listed di Bursa Efek Indonesia Periode 2017-2020. Sampel yang diambil tiga puluh perusahaan manufaktur. Jenis penelitian yang digunakan adalah jenis penelitian statistic deskriptif karena berkaitan dengan penerapan metode statistic mengenai pengumpulan, pengolahan, dan penyajian suatu gugus, data penelitian dapat dikelompokkan dalam data sekunder. Metode pengumpulan data dalam penelitian ini menggunakan observasi, interview, dan studi literatur. Teknik analisis yang digunakan adalah variable melalui pengujian hipotesis atau penelitian penjelasan. Alat analisis yang dipergunakan dalam penelitian ini adalah analisis asumsi klasik, analisis regresi linier berganda, koefisien determinasi berganda, uji t dan uji F. Hasil studi menunjukkan bahwa *Debt to asset Ratio (DAR)* berpengaruh signifikan terhadap return saham. *Current Ratio (CR)* berpengaruh signifikan terhadap return saham. *Return On Assets (ROE)* berpengaruh signifikan terhadap profitabilitas perusahaan. *Total Assets Turn Over (TAT)* tidak berpengaruh signifikan terhadap return saham, dan *Price to Book Value (PBV)* berpengaruh signifikan terhadap return saham.

Kata kunci: *DAR (Debt to Asset Ratio), Current Ratio (CR), Return on Equity (ROE), Total Assets Turn Over (TAT), Price to Book Value (PBV), dan Return Saham*

ABSTRACT

Analysis of financial ratios and stock prices can be used as an evaluation tool of the condition or existence of financial companies in the past, present and projecting future results, and can analyze 30 companies manufacturing the effect on stock returns. Where the financial statement analysis can be done using with financial ratios. Ratios are used to assess the financial performance of companies such as liquidity ratios, leverage ratios, activity ratios, and profitability ratios, as well as stock prices. This study aims to analyze financial ratios and stock prices on stock returns, the study population was manufacturing companies listed on the Indonesia Stock Exchange Period 2017-2020. Samples has taken thirty manufacturing company. This type of research is descriptive statistics for this type of research related to the application of statistical methods for collecting, processing, and presentation of a group, the research data can be grouped in a secondary data. Methods of data collection in this research using observation, interviews, and literature studies. The analysis technique used is variable by testing the hypothesis or research explanation. The analytical tool used in this research is the analysis of the classical assumption, multiple linear regression analysis, the coefficient of multiple determination, t test and F test results showed that the debt-to-asset ratio (DAR) significant effect on stock returns. Current Ratio (CR) a significant effect on stock returns. return On Assets (ROE) significantly affects the profitability of the company. Total Assets Turn Over (TAT) has no significant effect on stock returns, and Price to Book Value (PBV) significant effect on stock returns.

Key words: DAR (*Debt to Asset Ratio*), Current Ratio (CR), Return on Equity (ROE), Total Assets Turn Over (TAT), Price to Book Value (PBV), and Stock Return