ABSTRAK

PENGARUH KINERJA KEUANGAN DAN *PRICE EARNING RATIO* TERHADAP *RETURN* SAHAM PADA PT. INDOSAT Tbk

Dalam perdagangan efek khususnya saham, informasi memiliki peran yang dominan. Informasi kinerja keuangan merupakan informasi yang diperoleh dari intern perusahaan yaitu seperti laporan keuangan. Laporan keuangan diharapkan dapat memberi informasi bagi investor guna mengambil keputusan terkait dengan investasi dana mereka. *Price Earning Ratio* menjadi favorit investor karena mudah dipahami oleh investor. Semakin besar laba, semakin rendah *price earning ratio* saham tersebut dan sebaliknya. *Return* saham merupakan keuntungan yang diperoleh dari kepemilikan saham investor atas investasi yang dilakukannya yang terdiri atas *dividen* dan *capital gain/loss*.

Dengan menggunakan variabel independen kinerja keuangan dan variabel *price earning ratio* serta variable dependen *return* saham diharapkan dapat memberikan hasil yang berbeda. Kemudian untuk mengetahui pengaruh kinerja keuangan terhadap *return* saham dan pengaruh *price earning ratio* terhadap *return* saham pada PT.Indosat,Tbk.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan kuantitatif. Metode deskriptif digunakan untuk mengetahui gambaran variabel kinerja keuangan dan *price earning ratio* terhadap *return* saham. Sedangkan kuantitatif untuk mengetahui hubungan antara kinerja keuangan dan *price earning ratio* terhadap *return* saham menggunakan statistik. Pengujian statistik menggunakan analisis korelasi, analisis regresi berganda, koefisien determinasi, uji F dan uji t dengan menggunakan *software SPSS 17.0 for windows.*

Hasil penelitian secara simultan menunjukan kinerja keuangan dan *price earning ratio* tidak berpengaruh terhadap *return* saham, sedangkan secara parsial menunjukkan bahwa variabel kinerja keuangan dan *price earning ratio* juga tidak berpengaruh terhadap *return* saham. Karena jika kinerja keuangan dan *price earning ratio* meningkat maka *return* saham akan meningkat atau besar.

Kata Kunci: Kinerja Keuangan, *Price Earning Ratio*, *Return* Saham

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ABSTRACT

THE INFLUENCE OF FINANCIAL PERFORMANCE AND PRICE EARNING RATIO TO STOCK RETURN AT PT. INDOSAT, Tbk

In securities trading stocks in particular, information has a dominant role. Financial performance information is information that is obtained from internal company such as financial statements. Financial reports are expected to provide information for investors to take decisions related to investment funds. Price Earning Ratio is a favorite of investors because it is easily understood by investors. The bigger the profit, the lower the price earnings ratio of shares and vice versa. Stock return is the benefit derived from stock ownership did investors on investment which consists of dividends and capital gain / loss.

By using the independent variables of financial performance and price earnings ratio variable and the dependent variable stock returns are expected to give different results. Then to determine the effect of the financial performance of the stock return and the influence of price earnings ratio of stock returns on PT.Indosat, Tbk.

The method used in this research is descriptive and quantitative methods. Descriptive method used to determine the variable picture of financial performance and price earnings ratio of stock returns. While the quantitative to determine the relationship between financial performance and price earnings ratio of stock returns using statistics. Statistical testing using correlation analysis, multiple regression analysis, coefficient of determination, the F test and t test using software SPSS 17.0 for windows.

The results simultaneously show the financial performance and price earnings ratio does not affect stock returns, while the partial indicates that the variable of financial performance and the price earning ratio, also had no effect on stock returns. Because if the financial performance and price earnings ratio increases, stock returns will increase or greater.

Keywords: Financial Performances, Price Earnings Ratio, Stock Return

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