Pengaruh *Free Cash Flow* Dan *Return On Equity* Terhadap Harga Saham

(Studi Kasus Pada Industri Farmasi Yang Terdaftar Di BEI)

Reni Rosita

Universitas Komputer Indonesia

ABSTRACT

The stock price traded on the stock is an indicator of firm value maximizing corporate value. One way to enhance shareholder value by looking at performance of the company. Measurement for one of these companies with financial ratios such as free cash flow and return on equity. On the basis of the phenomenon the study aims to examine the effect of free cash flow and return on equity on stock prices in the pharmaceutical industry to go public in Indonesia Stock Exchange and partially simultaneously.

The method used in this research is descriptive method with quantitative approach and verifikatif. Samples taken three pharmaceutical companies with financial year 2003-2010. Statistical test used is calculation of Pearson correlation, multiple linear regression analysis with the classical assumptions using SPSS application program.

Based on the analysis of variables free cash flow and return on equity to simultaneously have a significant effect on stock prices and based on the results of regression analysis of the partial free cash flow and return on equity each has positive and significant stock price.

Key Word: Free cash flow, Return on equity and Stock prices