

***THE EFFECT OF PRICE EARNING RATIO, RETURN ON ASSETS AND
MARKET VALUE ADDED STOCK PRICE***

(Case Study on PT. ACE HARDWARE INDONESIA year 2014-2020)

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ABSTRACT

This study aims to determine (1) Price Earning Ratio, Return On Assets, and Market Value Added / on stock prices at PT. Ace Hardware Indonesia Tbk. listed on the Indonesian stock exchange (2) the effect of Price Earning Ratio, Return On Assets, and Market Value Added/partially on PT. Ace Hardware Indonesia Tbk. listed on the Indonesian stock exchange (3) the effect of Price Earning Ratio, Return On Assets, and Market Value Added/simultaneously on PT. Ace Hardware Indonesia Tbk 2014-2020. In this study, using time series data using secondary data in the form of financial statements of PT. Ace Hardware Indonesia Tbk. 2014-2020 obtained from the Indonesian stock exchange website www.idx.co.id. The research method used in this research is descriptive quantitative research method with a case study approach. The data analysis technique used is multiple regression analysis using SPSS 25 tools. Based on the results of the research the results of data processing show: (1) Price Earning Ratio, Return On Assets, and Market Value Added / on stock prices at PT. Ace Hardware Indonesia Tbk. which are listed on the Indonesian stock exchange have varying values from 2014-2020, (2) Price Earning Ratio, Return On Assets, and Market Value Added/ partially affect the stock price at PT. Ace Hardware Indonesia Tbk., (3) Price Earning Ratio, Return On Assets, and Market Value Added/ have a simultaneous effect on stock prices at PT. Ace Hardware Indonesia Tbk.

Keyword : PER, ROA, MVA, Price Stock

**PENGARUH *PRICE EARNING RATIO*, *RETURN ON ASSETS* DAN
MARKET VALUE ADDED TERHADAP HARGA SAHAM
(Studi Kasus Pada PT. Ace Hardware Indonesia Tahun 2014-2020)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) *Price Earning Ratio*, *Return On Assets*, dan *Market Value Added*/ terhadap harga saham pada PT. Ace Hardware Indonesia Tbk. yang terdaftar di bursa efek Indonesia (2) pengaruh *Price Earning Ratio*, *Return On Assets*, dan *Market Value Added*/ secara parsial terhadap PT. Ace Hardware Indonesia Tbk. yang terdaftar di bursa efek Indonesia (3) pengaruh *Price Earning Ratio*, *Return On Assets*, dan *Market Value Added*/ secara imultan terhadap PT. Ace Hardware Indonesia Tbk tahun 2014-2020. Dalam penelitian ini, menggunakan data *time series* dengan menggunakan data sekunder berupa laporan keuangan PT. Ace Hardware Indonesia Tbk. tahun 2014-2020 yang diperoleh dari website bursa efek Indonesia www.idx.co.id. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kuantitatif dengan pendekatan studi kasus. Teknik analisis data yang digunakan adalah analisis regresi berganda dengan menggunakan alat bantu SPSS 25. Berdasarkan hasil penelitian hasil pengolahan data menunjukkan: (1) *Price Earning Ratio*, *Return On Assets*, dan *Market Value Added*/ terhadap harga saham pada PT. Ace Hardware Indonesia Tbk. yang terdaftar di bursa efek Indonesia memiliki nilai yang bervariasi dari tahun 2014-2020, (2) *Price Earning Ratio*, *Return On Assets*, dan *Market Value Added*/ secara parsial berpengaruh terhadap harga saham pada PT. Ace Hardware Indonesia Tbk., (3) *Price Earning Ratio*, *Return On Assets*, dan *Market Value Added*/ berpengaruh secara simultan terhadap harga saham pada PT. Ace Hardware Indonesia Tbk.

Kata Kunci : PER, ROA, MVA, Harga Saham