

ABSTRACT

THE INFLUENCE OF RETURN ON EQUITY (ROE), DEBT TO EQUITY RATIO (DER), PRICE EARNING RATIO (PER), AND RECEIVABLE TURNOVER (RTO) ON STOCK RETURNS AT PT ASTRA AGRO LESTARI TBK.

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The objective of the research was to find out the effect of Return On Equity, Debt to Equity Ratio, Price Earning Ratio, and Receivable Turnover on PT stock returns. Astra Agro Lestari Tbk. The research method used is a verification method with a quantitative approach, while the sampling technique uses a purposive sampling method. The data collection technique used for secondary data is carried out through documentation studies. The analytical tool used uses multiple linear regression analysis and coefficient of determination. The research results show that the Debt to Equity Ratio and Price Earning Ratio have an effect on Stock Returns, while Return On Equity and Receivable Turnover have no effect on Stock Returns.

Keywords: Return on Equity, Debt to Equity Ratio, Price Earning Ratio, Receivable Turnover, and Stock Return.

ABSTRAK

PENGARUH *RETURN ON EQUITY* (ROE), *DEBT TO EQUITY RATIO* (DER), *PRICE EARNING RATIO* (PER), DAN *RECEIVABLE TURNOVER* (RTO) TERHADAP *RETURN SAHAM* PADA PT ASTRA AGRO LESTARI TBK.

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Tujuan penelitian ini untuk mengetahui pengaruh *Return On Equity*, *Debt to Equity Ratio*, *Price Earning Ratio*, dan *Receivable Turnover* terhadap *return saham* PT. Astra Agro Lestari Tbk. Metode penelitian yang digunakan adalah metode verifikatif dengan pendekatan kuantitatif, sedangkan teknik penarikan sampel menggunakan metode *purposive sampling*. Teknik pengumpulan data yang digunakan untuk data sekunder dilakukan melalui studi dokumentasi. Alat analisis yang digunakan menggunakan analisis regresi linear berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *Debt to Equity Ratio* dan *Price Earning Ratio* berpengaruh terhadap *Return Saham* sedangkan *Return On Equity* dan *Receivable Turnover* tidak berpengaruh terhadap *Return Saham*.

Kata kunci : *Return On Equity*, *Debt to Equity Ratio*, *Price Earning Ratio*, *Receivable Turnover*, dan *Return Saham*.