

ABSTRACK

THE EFFECT OF PRICE TO BOOK VALUE, DEBT TO EQUITY RATIO, AND TOTAL ASSET TURNOVER ON STOCK RETURNS (Research on PT Adhi Karya Tbk)

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The purpose of this study was to determine the effect of Price to Book Value (PBV), Debt to Equity Ratio (DER) and Total Asset Turnover (TATO) on Stock Returns at PT Adhi Karya Tbk for the 2013-2022 Period. The method used in this research is quantitative method, the data used is secondary data and the sampling technique is using purposive sampling with a research sample of 10 years. In this study, the data analysis technique used was multiple linear regression analysis. The results showed that partially the Price to Book Value (PBV) variable had a significant effect on stock returns, the Debt To Equity Ratio (DER) variable had a significant effect on stock returns and the Total Asset Turnover (TATO) had a significant effect on stock returns. and simultaneously Price to Book Value (PBV), Debt To Equity Ratio (DER) and Total Asset Turnover (TATO) have a significant effect on stock returns.

Keywords: *Price to Book Value (PBV), Debt To Equity Ratio (DER), Total Asset Turnover (TATO) ,Stock Returns.*