

ABSTRAK

PENGARUH RETURN ON EQUITY (ROE), DEBT TO EQUITY RATIO (DER), DAN PRICE TO BOOK VALUE (PBV) TERHADAP HARGA SAHAM PADA PT MEDIA NUSANTARA CITRA TBK.

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Tujuan penelitian ini adalah untuk meneliti pengaruh *Return on Equity*, *Debt to Equity Ratio*, dan *Price to Book Value* terhadap harga saham. Metode yang digunakan ialah metode verifikasi dengan pendekatan kuantitatif. Data yang digunakan dalam penelitian ini menggunakan data sekunder dalam bentuk deret waktu dari tahun 2013 sampai 2022. Data diperoleh dari situs idnfinancial.com, idx.co.id, dan stockbit.com. Metode analisis yang digunakan dalam penelitian ini ialah analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa: (1) *Return on Equity* tidak berpengaruh terhadap harga saham, (2) *Debt to Equity Ratio* tidak berpengaruh terhadap harga saham, dan (3) *Price to Book Value* berpengaruh terhadap harga saham

Kata kunci: *Return on Equity*, *Debt to Equity Ratio*, *Price to Book Value*, harga saham

ABSTRACT

**THE EFFECT OF RETURN ON EQUITY, DEBT TO EQUITY RATIO, AND
PRICE TO BOOK VALUE TOWARDS STOCK PRICE
ON PT MEDIA NUSANTARA CITRA TBK**

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The aims of this research is to examine the effect of Return on Equity, Debt to Equity Ratio, and Price to Book Value towards stock price. The research method is used verification method with quantitative approach. The data used in this research used secondary data in the form of time series data from 2013 to 2022. The data was obtained from website idnfinancial.com, idx.co.id, and stockbit.com. The analysis method used in this research is multiple linear regression analysis. The results of research showed that: (1) Return on Equity has no effect on the stock price, (2) Debt to Equity Ratio has no effect on the stock price, and (3) Price to Book Value has an effect on the stock price.

Keyword: Return on Equity, Debt to Equity Ratio, Price to Book Value, stock price