

ABSTRACT

THE EFFECT OF RETURN ON ASSET AND PRICE TO BOOK VALUE ON PRICE EARNING RATIO AT PT RAMAYANA LESTARI SENTOSA TBK

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The objective of this research was to know and analyze whether there is influence between Return on Asset (ROA) and Price to Book Value (PBV) on Price Earning Ratio (PER) at PT Ramayana Lestari Sentosa Tbk period was 2013 to 2022. The research method used verification method with a quantitative approach. To analyze the data used multiple linier regression and coefficient of determination. Based on the research result, it is known that Return on Asset (ROA) and Price to Book Value (PBV) have a significant effect on Price Earning Ratio (PER). Return on Asset (ROA) has a negative effect on Price Earning Ratio (PER). Meanwhile, Price to Book Value (PBV) has a positive effect on Price Earning Ratio (PER).

Keyword: Return on Asset (ROA), Price to Book Value (PBV), Price Earning Ratio (PER).

ABSTRAK

PENGARUH *RETURN ON ASSET* DAN *PRICE TO BOOK VALUE* TERHADAP *PRICE EARNING RATIO* PT RAMAYANA LESTARI SENTOSA TBK

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis ada tidaknya pengaruh antara *Return on Asset* (ROA) dan *Price to Book Value* (PBV) terhadap *Price Earning Ratio* (PER) pada PT Ramayana Lestari Sentosa Tbk periode tahun 2013 hingga 2022. Metode penelitian yang digunakan adalah metode verifikatif dengan pendekatan kuantitatif. Untuk menganalisis data digunakan regresi linear berganda dan koefisien determinasi. Berdasarkan hasil penelitian diketahui bahwa *Return on Asset* (ROA) dan *Price to Book Value* (PBV) berpengaruh signifikan terhadap *Price Earning Ratio* (PER). *Return on Asset* (ROA) berpengaruh negatif terhadap *Price Earning Ratio* (PER). Sedangkan *Price to Book Value* (PBV) berpengaruh positif terhadap *Price Earning Ratio* (PER).

Kata Kunci: *Return on Asset* (ROA), *Price to Book Value* (PBV), *Price Earning Ratio* (PER).