

ABSTRACT
**THE INFLUENCE OF PROFIT MARGIN, DIVIDEND PAYOUT RATIO, AND
DEBT TO EQUITY RATIO ON SHARE PRICES**
(Survey of LQ 45 Companies 2015-2019)

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This study aims to determine the profit margin, dividend payout ratio, debt to equity ratio, and share price of the LQ45 company on the Indonesia Stock Exchange period 2015-2019 and to examine the effect of profit margin, dividend payout ratio, and debt to equity ratio on stock prices either partially or simultaneously. The research method used is a quantitative descriptive method with a survey approach. The sample data taken using purposive sampling method obtained 22 companies from a total population of 45 companies. The sample data obtained is then processed using Eviews 9 software for panel data regression analysis. The results showed that the conditions of profit margin, dividend payout ratio, debt to equity ratio, and stock prices not good enough because many companies have ratios below good industry standards. Profit margin had a positive effect on stock prices, dividend payout ratios had a negative effect on stock prices, and the debt to equity ratio had a positive effect on stock prices. Simultaneously, profit margin, dividend payout ratio, and debt to equity ratio have a significant effect on stock prices in LQ45 Issuers on the Indonesia Stock Exchange in 2015-2019.

Keywords: Profit Margin, Dividen Payout Ratio, Debt to Equity Ratio, Stock Price

ABSTRAK
PENGARUH *PROFIT MARGIN*, *DIVIDEN PAYOUT RATIO*, DAN *DEBT TO EQUITY RATIO* TERHADAP HARGA SAHAM
(Survei Pada Emiten LQ 45 2015-2019)

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Penelitian ini bertujuan untuk mengetahui *profit margin*, *dividen payout ratio*, *debt to equity ratio*, dan harga saham pada Perusahaan LQ45 di Bursa Efek Indonesia tahun 2015-2019 serta meneliti pengaruh *profit margin*, *dividen payout ratio*, dan *debt to equity ratio* terhadap harga saham baik secara parsial maupun secara simultan. Metode penelitian yang digunakan adalah metode kuantitatif deskriptif dengan pendekatan survei. Data sampel yang diambil menggunakan metode *purposive sampling* yang diperoleh 22 perusahaan dari total populasi 45 perusahaan. Data sampel yang diperoleh kemudian diolah menggunakan perangkat lunak *Eviews 9* untuk dilakukan analisis regresi data panel. Hasil penelitian menunjukkan bahwa kondisi *profit margin*, *dividen payout ratio*, *debt to equity ratio*, dan harga saham kurang cukup baik karena banyak perusahaan yang memiliki rasio dibawah standar industri yang baik. *profit margin* berpengaruh positif terhadap harga saham, *dividen payout ratio* berpengaruh negatif terhadap harga saham, dan *debt to equity ratio* berpengaruh positif terhadap harga saham. Secara simultan, *profit margin*, *dividen payout ratio*, dan *debt to equity ratio* berpengaruh signifikan terhadap harga saham pada perusahaan LQ45 di Bursa Efek Indonesia tahun 2015-2019.

Kata Kunci: *Profit Margin*, *Dividen Payout Ratio*, *Debt to Equity Ratio*, Harga Saham