

## **ABSTRAK**

### **PENGARUH *PRICE EARNING RATIO* DAN *DIVIDEND YIELD* TERHADAP HARGA SAHAM**

**(PT. Unilever Indonesia Tbk. tahun 2008-2018)**

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**Andina Eka Mandasari**

Penelitian ini bertujuan untuk mengetahui pengaruh *Price Earning Ratio*, dan *Dividend Yield* terhadap harga saham. Hasil penelitian bertujuan untuk memberikan masukan dan informasi bagi perusahaan dan para investor dalam menanamkan sahamnya di PT.Unilever Indonesia Tbk. dan untuk meningkatkan kinerja keuangan perusahaan dimasa yang akan datang.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan metode explanatory. Teknik analisis data dalam penelitian ini adalah analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa *Price Earning Ratio* dan *Dividend Yield* secara simultan berpengaruh terhadap harga saham. Secara parsial *Price Earning Ratio* berpengaruh tidak signifikan terhadap harga saham. Secara parsial *Dividend Yield* berpengaruh signifikan terhadap harga saham.

Kata Kunci : Harga Saham, *Price Earning Ratio*, dan *Dividend Yield*.

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*The objective of the research was to understand the influences of Price Earning Ratio and Dividend Yield on the the prices of stocks. From the research, it is to intend that the company will get a better input and information about the investors, the investors will get a guidance in investing their assests in PT.Unilever Indonesia Tbk. and the productivity of the financial institutions will increase in the future.The method used in this research is descriptive method and explanatory method. The analysis technique in this reseach is multiple linear regression analysisThe outcome of the research shows that Price Earning Ratio does not influence the prices of the stocks, while Dividend Yield negative influences them. simultaneously Price Earning Ratio and Dividend Yield affect the stock price.*

*Key Words: Stocks Prices, Price Earning Ratio, and Dividend Yield*