

ABSTRACT

THE INFLUENCE OF DIVIDEND PAYOUT RATIO AND DIVIDEND YIELD ON SHARE PRICE VOLATILITY

***(Survey of manufactur company sector consumer goods industry period 2016-
2020)***

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This study aims to determine the dividend payout ratio, dividend yield, and share price volatility of the manufactur company sector consumer goods industry period 2016-2020 and to examine the effect of dividend payout ratio and dividend yield on share price volatility 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 18 companies from a total population of 61 companies. The sample data obtained is then processed using Eviews 12 software for panel data regression analysis. The results showed that the conditions of dividend payout ratio, dividend yield, and share price volatility are fluctuate every year. Dividend payout ratios had a negative effect on share price volatility, and dividend yield had a positive effect on share price volatility. Simultaneously, dividend payout ratio and dividend yield had a significant effect on share price volatility in manufactur company sector consumer goods industry period 2016-2020.

Keywords: Dividen Payout Ratio, Dividend Yield, Share Price Volatility

ABSTRAK

PENGARUH *DIVIDEND PAYOUT RATIO* DAN *DIVIDEND YIELD* TERHADAP VOLATILITAS HARGA SAHAM (Survei pada perusahaan manufaktur sektor *consumer goods industry* periode 2016-2020)

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Penelitian ini bertujuan untuk mengetahui *dividend payout ratio*, *dividend yield*, dan volatilitas harga saham pada Perusahaan Manufaktur Sektor *Consumer Goods Industry* tahun 2016-2020 serta meneliti pengaruh *dividend payout ratio* dan *dividend yield* terhadap volatilitas 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 18 perusahaan dari total populasi 61 perusahaan. Data sampel yang diperoleh kemudian diolah menggunakan perangkat lunak *Eviews 12* untuk dilakukan analisis regresi data panel. Hasil penelitian menunjukkan bahwa kondisi *dividen payout ratio*, *dividend yield*, dan volatilitas harga saham mengalami fluktuasi setiap tahun pengamatan. *Dividen payout ratio* berpengaruh negatif terhadap volatilitas harga saham, dan *dividend yield* berpengaruh positif terhadap volatilitas harga saham. Secara simultan, *dividen payout ratio* dan *dividend yield* berpengaruh signifikan terhadap volatilitas harga saham pada Perusahaan Manufaktur Sektor *Consumer Goods Industry* tahun 2016-2020.

Kata Kunci: *Dividen Payout Ratio*, *Dividend Yield*, Volatilitas Harga Saham