

ABSTRACT

THE EFFECT OF DEBT TO ASSET RATIO(DAR),RETURN ON ASSET(ROA) AND PRICE TO BOOK VALUE (PBV) ON STOCK RETURNS AT PT.JASUINDO TIGA PERKASA TBK

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The purpose of this research was to determine and analyze the effect of Debt to Asset Ratio, Return on Assets and Price to Book Value on Stock Returns at PT.Jasuindo Tiga Perkasa Tbk. The research method used is a verification method with a quantitative approach. The data collection technique used is a documentation study with time series data types and secondary data sources. The analytical tool used is multiple linear regression.

Based on the results of the research it is known that simultaneously the Debt to Asset Ratio, Return on Assets and Price to Book Value have a significant effect on Stock Returns. While partially Debt to Asset Ratio has no effect on Stock Returns, Return on Assets have an effect on Stock Returns and Price to Book Value has no effect on Stock Return.

Keywords: *Debt to Asset Ratio, Return on Assets, Price to Book Value and Stock Return.*

ABSTRAK

PENGARUH *DEBT TO ASSET RATIO*(DAR), *RETURN ON ASSET*(ROA) DAN *PRICE TO BOOK VALUE*(PBV) TERHADAP *RETURN SAHAM* PADA PT. JASUINDO TIGA PERKASA TBK

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Debt to Asset Ratio*, *Return on Asset* dan *Price to Book Value* terhadap *Return Saham* pada PT. Jasuindo Tiga Perkasa Tbk. Metode penelitian yang digunakan adalah metode verifikatif dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan adalah studi dokumentasi dengan jenis data time series dan sumber data sekunder. Alat analisis yang digunakan adalah regresi linear berganda.

Berdasarkan hasil penelitian diketahui bahwa secara simultan *Debt to Asset Ratio*, *Return on Asset* dan *Price to Book Value* berpengaruh signifikan terhadap *Return Saham*. Sedangkan secara parsial *Debt to Asset Ratio* tidak berpengaruh terhadap *Return Saham*, *Return on Asset* berpengaruh terhadap *Return Saham* dan *Price to Book Value* tidak berpengaruh terhadap *Return Saham*.

Keywords: *Debt to Asset Ratio*, *Return on Asset*, *Price to Book Value* dan *Return Saham*.