

## ***ABSTRACT***

### ***THE EFFECT OF RETURN ON INVESTMENT (ROI), RETURN ON EQUITY (ROE), AND PRICE EARNING RATIO (PER) ON STOCK RETURNS (STUDY AT PT ACE HARDWARE INDONESIA TBK)***

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*The objective of the research was to find out the effect of Return on Investment (ROI), Return on Equity (ROE) and Price Earning Ratio (PER) on stock returns at Ace Hardware Indonesia Company. The research method used is quantitative descriptive methode. The Analysis and the analytical tools used are Multiple Linear Regression Analysis. According to the research results, it is known that simultaneously Return on Investment (ROI), Return on Equity (ROE) and Price Earning Ratio (PER) have an effect on stock returns. While partially Return on Investment (ROI) has no effect on stock returns, Return on Equity (ROE) and Price Earning Ratio (PER) has an effect on stock returns.*

***Keywords:*** *Return on Investment, Return on Equity, Price Earning Ratio, Stock Returns.*

## ABSTRAK

### **PENGARUH *RETURN ON INVESTMENT* (ROI), *RETURN ON EQUITY* (ROE), DAN *PRICE EARNING RATIO* (PER) TERHADAP *RETURN SAHAM* (STUDI PADA PT ACE HARDWARE INDONESIA TBK)**

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Return on Investment* (ROI), *Return on Equity* (ROE) dan *Price Earning Ratio* (PER) terhadap *return* saham pada PT Ace Hardware Indonesia Tbk. Metode penelitian yang digunakan adalah metode Kuantitatif Deskriptif. Analisis dan alat analisis yang digunakan adalah Analisis Regresi Linier Berganda. Berdasarkan hasil penelitian diketahui secara simultan *Return on Investment* (ROI), *Return on Equity* (ROE) dan *Price Earning Ratio* (PER) berpengaruh terhadap *return* saham. Sedangkan secara parsial *Return on Investment* (ROI) tidak berpengaruh terhadap *return* saham, *Return on Equity* (ROE) dan *Price Earning Ratio* (PER) berpengaruh terhadap *return* saham.

**Kata Kunci:** *Return on Investment*, *Return on Equity*, *Price Earning Ratio*, *Return Saham*.