ABSTRACT

THE EFFECT OF DIVIDEND PAYOUT RATIO, TOTAL ASSET TURNOVER, AND DEBT TO EQUITY RATIO ON STOCK PRICE
(A Survey on Consumer Non Cyclicals Companies Listed on Indonesia Stock Exchange in 2018-2022)

By:
Eulis Sulistiya
203403047

Guide I : Rani Rahman, S.E., M.Ak.
Guide II : Nisa Noor Wahid, S.E., M. M.

This study aims to find out how dividend payout ratio, total asset turnover, debt to equity ratio, and stock prices in consumer non cyclicals companies listed on the Indonesian Stock Exchange in 2018-2022. Besides that to find out how the effect of dividend payout ratio, total asset turnover, and debt to equity ratio partially and simultaneously on stock prices in consumer non cyclicals companies listed on the Indonesian Stock Exchange in 2018-2022. The research method used is a quantitative research method through a descriptive approach. The sample selection used purposive sampling method. The data collection technique used was obtained from secondary data, through literature review and other relevant parties. The analysis tool uses panel data regression. The result of the research show that: (1) dividend payout ratio, total asset turnover, debt to equity ratio, and stock price fluctuate or experience increases and decreases; (2) dividend payout ratio partially has a significant negative effect on stock prices, total asset turnover has no partial effect on stock prices, and debt to equity ratio partially has a significant negative effect on stock prices; (3) dividend payout ratio, total asset turnover, and debt to equity ratio simultaneously has a significant effect on stock prices.

Keywords**:** *Dividend Payout Ratio*, *Total Asset Turnover*, *Debt to Equity Ratio*, *Stock Price*

ABSTRAK

PENGARUH *DIVIDEND PAYOUT RATIO, TOTAL ASSET TURNOVER,* DAN *DEBT TO EQUITY RATIO* TERHADAP HARGA SAHAM (Survei pada Perusahaan Sektor *Consumer Non Cyclicals* di Bursa Efek Indonesia Tahun 2018-2022)

Oleh:
Eulis Sulistiya
203403047

Pembimbing I : Rani Rahman, S.E., M.Ak.
Pembimbing II : Nisa Noor Wahid, S.E., M. M.

Penelitian ini bertujuan untuk mengetahui bagaimana *dividend payout ratio*, *total asset turnover*, *debt to equity ratio*, dan harga saham perusahaan sektor *consumer non cyclicals* di Bursa Efek Indonesia tahun 2018-2022. Selain itu, untuk mengetahui bagaimana pengaruh *dividend payout ratio*, *total asset turnover*, dan *debt to equity ratio* secara parsial dan simultan terhadap harga saham perusahaan sektor *consumer non cyclicals* di Bursa Efek Indonesia tahun 2018-2022. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan pendekatan deskriptif. Sedangkan, teknik pemilihan sampel yang digunakan adalah metode *purposive sampling*. Teknik pengumpulan data yang digunakan adalah data sekunder yang didapat melalui kajian pustaka dan sumber lain yang relevan. Alat analisis yang digunakan adalah analisis regresi data panel. Hasil penelitian menunjukkan bahwa: (1) *dividend payout ratio*, *total asset turnover*, *debt to equity ratio*, dan harga saham berfluktuasi atau mengalami kenaikan dan penurunan; (2) *dividend payout ratio* secara parsial berpengaruh negatif terhadap harga saham, *total asset turnover* secara parsial tidak berpengaruh terhadap harga saham, dan *debt to equity ratio* secara parsial berpengaruh negatif terhadap harga saham; (3) *dividend payout ratio*, *total asset turnover*, dan *debt to equity ratio* secara simultan berpengaruh signifikan terhadap harga saham.

Kata Kunci: *Dividend Payout Ratio, Total Asset Turnover, Debt to Equity Ratio*, Harga Saham