

ABSTRAK

IMPLEMENTASI KEBIJAKAN DIVIDEN, *PRICE EARNING RATIO* (PER), *PRICE BOOK VALUE* (PBV), *DEBT EQUITY RATIO* (DER) TERHADAP *RETURN SAHAM* (STUDI PADA PERUSAHAAN BARANG DAN KONSUMSI YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2012-2014)

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Penelitian ini bertujuan untuk mengetahui implementasi kebijakan dividen, *price earning ratio* (PER), *price book value* (PBV), *debt equity ratio* (DER) terhadap *return* saham baik secara parsial maupun simultan. Penelitian ini menggunakan populasi berupa perusahaan barang dan konsumsi yang terdaftar di Bursa Efek Indonesia periode 2012-2014. Sampel penelitian menggunakan teknik *purposive sampling* dengan sampel sebanyak 16 perusahaan. Alat analisis yang digunakan adalah regresi linear berganda. Hasil menunjukkan bahwa secara simultan kebijakan dividen, *price earning ratio* (PER), *price book value* (PBV), *debt equity ratio* (DER) berpengaruh signifikan terhadap *return* saham. Secara parsial hanya PER yang berpengaruh signifikan terhadap *return* saham, sedangkan kebijakan dividen, PBV, DER berpengaruh tidak signifikan terhadap *return* saham.

Kata Kunci: Kebijakan Dividen, Faktor Fundamental, *Return Saham*.

ABSTRACT

IMPLEMENTATION DIVIDEND POLICY, PRICE EARNING RATIO (PER), PRICE BOOK VALUE (PBV), DEBT EQUITY RATIO (DER) ON STOCK RETURN (STUDY ON GOODS AND CONSUMPTION COMPANIES OF THE LISTED IN INDONESIAN STOCK EXCHANGE 2012-2014)

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This study aims to determine the implementation between dividen policy, price earning ratio (PER), price book value (PBV), debt equity ratio (DER) on the stock return either partially of simultaneously. All population in the from of goods and consumption company listed on the stock exchange for the period 2012-2014. Research sample using purposive sampling technique with a sample of 16 companies. The analytical tool used is multiple linear regression. The result showed that simultaneous dividend policy, price earning ratio (PER), price book value (PBV), debt equity ratio (DER) significant effect on stock return. PER only partially significant effect on stock return, while the dividend policy, PBV, DER not significant on the stock return.

Keywords: Dividend Policy, Fundamental Factor, Stock Return