ABSTRACT

EFFECT OF DEBT TO EQUITY RATIO (DER) AND RETURN ON INVESTMENT (ROI) ON THE STOCK PRICE
(Study on the Property and Real Estate Sector Listed The BEI Period 2008-2012)

By

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The company was formed to increase the value of the company so as to provide prosperity for the owners or shareholders. One of its efforts is the company trying to maximize profits. One of the factors that could affect the stock price is Debt to Equity Ratio (DER) and Return On Investment (ROI). The study population was the entire company in the property sector and the real estate listing in the Stock Exchange in the year 2008-2012. Based on data from 2008-2012 showed that profits have increased and decreased, this indicates that the stock price has increased and decreased so that the performance of the company has increased and decreased as well as meeting its obligations. The problem in this study whether there is a significant influence between Debt to Equity Ratio (DER) and Return On Investment (ROI) on stock prices.

This study aims to determine whether significant influence Debt to Equity Ratio (DER) and Return On Investment (ROI) on stock prices in the sector of property and real estate listing on the Indonesia Stock Exchange (IDX). The hypothesis of this study is the Debt to Equity Ratio (DER) and Return On Investment (ROI) significantly affect stock prices in the sector of property and real estate listing on the Indonesia Stock Exchange (IDX). Quantitative descriptive research. Analysis of the data used in the study is to test the assumptions of classical hypothesis testing and simple linear regression method.

Results of t-test (t test) showed that the significant value of the Debt to Equity Ratio (DER) of 0.066> 0.05 and the value Return On investment (ROI) of 0.031 <α (0.05) which the mean of Debt to Equity Ratio (DER ) does not significantly affect the stock price and Return On investment (ROI) significantly influence stock prices.

Keywords: Debt to Equity Ratio (DER) and Return On investment (ROI) and the stock price.