

ABSTRACT

ANALYSIS RETURN ON EQUITY, EARNING PER SHARE AND TOTAL ASSET TURNOVER TO STOCK PRICE At PT. Ciputra Development, Tbk.

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The purpose of this research to analyze Return On Equity, Earning Per Share, Total Asset Turnover on Stock Price at PT. Ciputra Development, Tbk. The Method of this reserach used survey method (survey sampling). To analyze the data, the researcher used Multiple Linear Regresion.

Simultaneously based on the result, Return On Equity, Earning Per Share, Total Asset Turnover are significant effect to Stock Price. And partially showed that Total Asset Turnover are not significant effect to Stock Price and Return On Equity, Earning Per Share are significant effect to Stock Price.

Keyword: Return On Equity, Earning Per Share, Total Asset Turnover and Stock Price.

ABSTRAK

PENGARUH *RETURN ON EQUITY*, *EARNING PER SHARE* DAN *TOTAL ASSET TURNOVER* TERHADAP HARGA SAHAM Pada PT. Ciputra Development, Tbk.

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Return On Equity*, *Earning Per Share*, dan *Total Asset Turnover* terhadap Harga Saham pada PT. Ciputra Development, Tbk. Metode penelitian yang digunakan adalah metode survei (*survey sampling*). Alat analisis yang digunakan adalah Regresi Linier Berganda.

Berdasarkan hasil penelitian diketahui bahwa secara simultan *Return On Equity*, *Earning Per Share*, dan *Total Asset Turnover* berpengaruh signifikan terhadap Harga Saham. Sedangkan secara parsial *Total Asset Turnover* tidak berpengaruh signifikan terhadap Harga Saham dan *Return On Equity*, *Earning Per Share* berpengaruh signifikan terhadap Harga Saham.

Kata Kunci: *Return On Equity*, *Earning Per Share*, *Total Asset Turnover* dan Harga Saham.