

ABSTRACT

***Effect of Price Earning Ratio, Price to Book Value and Earning Per Share on
Stock Return (Study at PT. Media Nusantara Citra, Tbk.)***

By:

ARLI MUHAMMAD FAUZI

173402111

Under the guidance of:

Nana Sahroni

Deasy Lestary Kusnandar

This research departs from the phenomenon of the problem of declining stock returns caused by company fundamental factors, including Price Earning Ratio, Price to Book Value and Earning Per Share. The objective of this research was to analyze the effect of Price Earning Ratio, Price to Book Value and Earning Per Share on Stock Returns at PT. Media Nusantara Citra, Tbk. This research is a descriptive and verification research on the annual report of PT. Media Nusantara Citra, Tbk. The analytical tool used is multiple linear regression. The results show that the suitability of the proposed model can be accepted with the results of the variables Price Earning Ratio, Price to Book Value and Earning Per Share having a significant effect on Stock Return at PT. Media Nusantara Citra, Tbk. Partial test shows that the variable Price Earning Ratio and Earning Per Share has no effect on Stock Return at PT. Media Nusantara Citra, Tbk. while the variable Price to Book Value has an effect on Stock Return at PT. Media Nusantara Citra, Tbk.

Keywords: Price Earning Ratio, Price to Book Value, Earning Per Share, Stock Return