

ABSTRAK

Penelitian ini mengambil judul Pengaruh *Return On Equity*, *Earning Per Share*, dan Pertumbuhan Penjualan Terhadap Harga Saham Pada Perusahaan Sektor Transportasi dan Logistik Yang Terdaftar di Bursa Efek Indonesia Periode 2016-2020. Tujuan penelitian ini adalah untuk mengetahui gambaran serta untuk mengetahui seberapa besar pengaruh *Return On Equity*, *Earning Per Share*, dan Pertumbuhan Penjualan terhadap harga saham secara parsial dan simultan. Sampel penelitian ini terdiri dari empat perusahaan. Metode yang digunakan dalam penelitian ini adalah metode deskriptif, verifikatif dengan pendekatan kuantitatif. Perusahaan Sektor Transportasi dan Logistik semakin menghadapi persaingan ketat dengan perusahaan-perusahaan baru. Hal tersebut mempengaruhi tingkat laba serta penjualan perusahaan yang juga berdampak pada rasio keuangan perusahaan dan pada akhirnya dapat mempengaruhi harga saham perusahaan. Variabel *Return On Equity*, *Earning Per Share*, Pertumbuhan Penjualan, dan Harga Saham pada Perusahaan Sektor Transportasi dan Logistik mengalami fluktuasi selama tahun 2016-2020. Fluktuasi tersebut disebabkan oleh beberapa hal seperti perubahan tingkat laba maupun penjualan. Hasil penelitian ini menunjukkan *Earning Per Share* secara parsial berpengaruh terhadap harga saham, sedangkan *Return On Equity* dan Pertumbuhan Penjualan secara parsial tidak berpengaruh terhadap harga saham. Nilai persentase kontribusi pengaruh *Return On Equity* terhadap harga saham adalah sebesar 9,7%, *Earning Per Share* sebesar 67,7%, dan Pertumbuhan Penjualan sebesar 2,5%. Hasil penelitian secara simultan menunjukkan nilai persentase kontribusi pengaruh *Return On Equity*, *Earning Per Share*, dan Pertumbuhan Penjualan terhadap harga saham sebesar 72,4% dan nilai $F_{hitung} 17,585 > F_{tabel} 3,24$, yang berarti *Return On Equity*, *Earning Per Share*, dan Pertumbuhan Penjualan secara simultan berpengaruh terhadap harga saham.

Kata Kunci: *Return On Equity*, *Earning Per Share*, Pertumbuhan Penjualan, Harga Saham, Sektor Transportasi dan Logistik yang Terdaftar di Bursa Efek Indonesia

ABSTRACT

This research entitled Effect of Return On Equity, Earning Per Share, and Sales Growth to Stock Price at Transportation and Logistic Companies listed on the Indonesian Stock Exchange Period 2016-2020. The purpose of this research was to determine the description of Return On Equity, Earning Per Share, Sales Growth, Stock Price and to determine how much influence Return On Equity, Earning Per Share, and Sales Growth to Stock Price at Transportation and Logistic Companies listed on the Indonesian Stock Exchange Period 2016-2020 partially and simultaneously. The sample of this research consists of four companies in the transportation and logistic sector which listed on Indonesian Stock Exchange Period 2016-2020. The method used in this research is descriptive, verification with quantitative approach. Transportation and Logistic Companies are facing intense competition with some new companies. It affects company's profit and sales which also has an impact on the development of the company's finance ratio and in the end could affect company's stock price. Return On Equity, Earning Per Share, Sales Growth, and Stock Price on transportation and logistic companies are fluctuated during 2016-2020. The fluctuation is caused by some things such as profit and sales rate. The result of this research indicate that Earning Per Share partially has effect on stock prices, while Return On Equity and Sales Growth has no effect on stock prices. The percentage value of the contribution of Return On Equity to stock prices is 9,7%, Earning Per Share is 67,7% and Sales Growth is 2,5%. Simultaneous reseach results showed the contribution value of Return On Equity, Earning Per Share and Sales Growth on the stock price is 72,4% and value of $F_{arithmetic} 17,585 > F_{table} 3,24$, which means that Return On Equity, Earning Per Share and Sales Growth simultaneous effects on stock price.

Key Words: Return On Equity, Earning Per Share, Sales Growth, Stock price, Transportation and Logistic Companies listed on the Indonesian Stock Exchange