

ABSTRAK

Junita Satrianingsih Duawulu, NIM 261 408 062. 2012. *“Pengaruh Debt to Equity Ratio dan Operating Profit Margin Terhadap Harga Saham PT. Mustika Ratu, Tbk”*. Skripsi, Program Studi S – 1 Manajemen Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Gorontalo. Dibawah bimbingan **Imran R. Hambali, S.Pd, SE, MSA** selaku pembimbing 1 dan **Idham Masri Ishak, SE, M.Si** selaku pembimbing II.

Penelitian ini didasarkan pada rumusan masalah yaitu Apakah perubahan *Debt to equity* dan *Operating profit margin* berpengaruh terhadap Harga Saham PT. Mustika Ratu, Tbk. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Metode ini digunakan untuk meramalkan pengaruh antara variabel yang satu dengan variabel yang lain, dalam penelitian ini yaitu variabel X (*Debt to equity ratio* dan *Operating profit margin*) merupakan variabel *dependen* (bebas) dan variabel Y (*Harga Saham*) merupakan variabel *independen* (terikat). Instrument yang digunakan adalah data sekunder serta untuk menganalisis data digunakan analisis regresi berganda.

Berdasarkan hasil penelitian maka dapat diambil kesimpulan bahwa terdapat pengaruh antara *Debt to equity ratio* dan *Operating profit margin* terhadap *Harga Saham* PT. Mustika Ratu, Tbk dengan hasil uji diperoleh persamaan regresi linier berganda yaitu $\hat{y} = 81.634 + 21.791X_1 + 12.243X_2$ dan secara simultan variabel *Debt to equity ratio* dan *Operating profit margin* memiliki koefisien regresi bertanda positif signifikan sebesar 0,929 artinya apabila terjadi perubahan variabel *independent* akan mempengaruhi *Harga Saham* sebesar 92,9%. Serta sisanya sebesar 7,1% dipengaruhi oleh faktor-faktor lain yang tidak termasuk dalam penelitian ini.

Kata Kunci : *Debt To Equity Ratio, Operating Profit Margin, Harga Saham.*

ABSTRACT

Junita Satrianingsih Duawulu, 2012. “*The Effect of Debt to Equity Ratio and Operating Profit Margin toward Stock Price of PT. Mustika Ratu Tbk*”. Study Program of Management, Department Of Management, Faculty of Economics and Business, State University of Gorontalo. Supervisors are Imran R. Hambali, S.pd, SE, MSA and Idham Masri Ishak, SE, M.Si.

The study was based on the formulation of the problem is changing on *Debt to Equity Ratio* and *Operating Profit Margin* affect the stock price of *PT. Mustika Ratu Tbk*. The method used in this study is a quantitative method. This method is used to predict the effect of one variable with another variable, in this research that the X variable (*Debt to Equity Ratio and Operating Profit Margin*) is the dependent variable (free) and Y variable (Stock price) is the independent variable (bound). Instrument used was secondary data as well as to analyze the data used multiple regression analysis.

Based on this research it can be concluded that there is influence on *Debt to Equity Ratio and Operating Profit Margin* for the stock price of *PT. Mustika Ratu Tbk*, with test results obtained by multiple linear regression equation is $\hat{y} = 81.634 + 21.791X_1 + 12.243X_2$ and variable simultaneously *Debt to Equity Ratio and Oprating Profit Margin* has Positive marked significant regression coefficient of 0,929 means if there is a change of variables independent will affect the stock price of 92,9%. And the remaining 7,1% is influenced by other factors that not included in this study.

Keywords: Debt to Equity Ratio, Operating Profit Margin, Stock Price