

ABSTRAK

Fransky. 921 410 106. 2014. Pengaruh Return On Equity dan Return On Asset Terhadap Harga Saham PT Bank Rakyat Indoensia Tbk. Skripsi. Program Studi S1 Akuntansi, Jurusan Akuntansi, Fakultas Ekonomi dan Bisnis. Universitas Negeri Gorontalo, dibawah bimbingan Bapak La Ode Rasuli, S.Pd., SE., MSA dan Usman S.Pd., SE., M.Si.

Penelitian ini bertujuan untuk menguji pengaruh *Return On Equity* dan *Return On Asset* Terhadap Harga Saham PT Bank Rakyat Indoensia Tbk. Penelitian ini dilakukan dengan menggunakan data sekunder yang di peroleh melalui Bursa Efek Indonesia. Analisis data yang digunakan adalah regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa *Return On Equity* berpengaruh positif namun tidak signifikan terhadap Harga Saham. *Return On Asset* berpengaruh positif dan signifikan terhadap Harga Saham. *Return On Equity* dan *Return On Asset* berpengaruh signifikan terhadap Harga Saham. Koefisien determinasi (R^2) sebesar 45,3% atas pengaruh Harga Saham PT. Bank Rakyat Indonesia. Adapun pengaruh dari variabel lain terhadap Tingkat Harga Saham sebesar 54,7%

Kata Kunci: Return On Equity, Return On Asset, Harga Saham

ABSTRACT

Fransky. 921 410 106. 2014. *The Effect of Return On Equity and Return On Asset to Stock Price of PT Bank Rakyat Indonesia Tbk.* Skripsi. Study Program of S1 Accounting, Department of Accounting, Faculty of Economics and Business, Universitas Negeri Gorontalo. It is supervised by La Ode Rasuli, S.Pd., SE., MSA and Usman, S.Pd., SE., M.Si.

The research aimed to test the effect of *Return On Equity* and *Return On Asset* to stock price of PT Bank Rakyat Indonesia Tbk. It used secondary data gained from Indonesian Stock Exchange. Data analysis used multiple linear regression.

The result showed that *Return On Equity* affected positively yet not significant the stock price while *Return On Asset* affected positively and significantly the stock price. However, both *Return On Equity* and *Return On Asset* affected significantly the stock price. The value of determination coefficient (R^2) was 45,3%. Meanwhile the effect of other variables to stock price was 54,7%.

Keywords: Return On Equity, Return On Asset, Stock Price

