

PERSETUJUAN PEMBIMBING

**PENGARUH PRICE EARNING RATIO DAN DEBT TO EQUITY RATIO
TERHADAP NET PROFIT MARGIN PADA PERUSAHAAN INDUSTRI
FOOD AND BEVERAGES PERIODE 2011-2015**

OLEH

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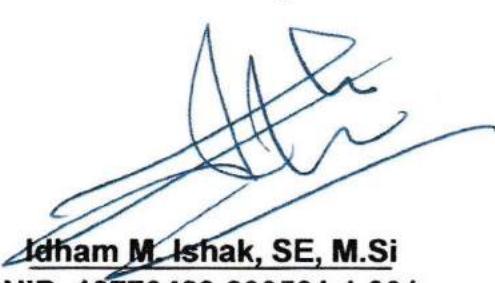
Telah diperiksa dan disetujui untuk diuji

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LEMBAR PENGESAHAN

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Telah dipertahankan didepan dewan penguji

Hari/Tanggal : Rabu, 15 Maret 2017

Waktu : 13.00 WITA s/d selesai

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Gorontalo, Maret 2017

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ABSTRAK

Rachel Rullyana Mosi. 931 413 136. 2017. Pengaruh *Price Earning Ratio* Dan *Debt To Equity Ratio* Terhadap *Net Profit Margin* Pada Perusahaan Industri *Food And Beverages* Periode 2011-2015. Skripsi. Program studi S1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Gorontalo. Dibawah bimbingan Hais Dama, SE., M.Si dan Idham M. Ishak, SE., M.Si.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Price Earning Ratio* Dan *Debt To Equity Ratio* Terhadap *Net Profit Margin* Pada Perusahaan Industri *Food And Beverages* Periode 2011-2015. Data penelitian ini didapatkan dengan mengunduh laporan keuangan tahunan melalui website resmi sehingga data dalam penelitian ini adalah data sekunder. Analisis data menggunakan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa secara parsial, *Price Earning Ratio* berpengaruh signifikan terhadap *Net Profit Margin*, dan secara parsial juga *Debt To Equity Ratio* berpengaruh signifikan terhadap *Net Profit Margin*. Secara simultan, *Price Earning Ratio* dan *Debt To Equity Ratio* berpengaruh signifikan terhadap *Net Profit Margin* pada perusahaan industri *food and beverages* periode 2011-2015. *Debt To Equity Ratio* berpengaruh dominan terhadap *Net Profit Margin* yang dimana koefisien determinasinya adalah sebesar 40,39%, sedangkan *Price Earning Ratio* hanya berpengaruh sebesar 3,49% terhadap *Net Profit Margin* pada perusahaan industri *food and beverages* periode 2011-2015.

Kata kunci: *Price Earning Ratio*, *Debt To Equity Ratio*, *Net Profit Margin*

ABSTRACT

Rachel Rullyana Mosi. 931 413 136. 2017. The Influence of Price Earning Ratio and Debt To Equity Ratio toward Net Profit Margin of Food and Beverages Industrial Companies during the period of 2011-2015. Skripsi. Bachelor Study Program of Management, Department of Management, Faculty of Economics, State University of Gorontalo. Principal supervisor is Hais Dama, SE.,M.Si and Co-supervisor is Idham M. Ishak, SE., M.Si.

This research is aimed to investigate in what extent the influence of Price Earning Ratio and Debt To Equity Ratio toward Net Profit Margin of Food and Beverages Industrial Companies during the period of 2011-2015. Data of this study are collected by downloading annual financial statement through official website, thus, the data are secondary data. Data analysis applies multiple regression analysis.

Findings reveal that partially, Price Earning Ratio significantly influences the Net Profit Margin, and Debt To Equity significantly influences the Net Profit Margin. Simultaneously, Price Earning Ratio and Debt To Equity Ratio significantly influences the Net Profit Margin of Food and Beverages Industrial Companies during the period of 2011-2015. Debt To Equity Ratio dominantly influences the Net Profit Margin by having determination coefficient for 40,39% while Price Earning Ratio is only 3,49%.

Keywords: Price Earning Ratio, Debt To Equity Ratio, Net Profit Margin

