

## ABSTRAK

**Nurlaila Kasim, NIM 9314090124.** 2013. “*Pengaruh Return On Equity (ROE) Terhadap Harga saham PT. XL AXIATA Tbk*”. Skripsi, Program Studi S-1 Manajemen Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Gorontalo. Dibawah bimbingan **Raflin Hinelyo, S.pd, M.si** selaku pembimbing I dan **Idham M. Ishak, SE., M.Si** selaku pembimbing II.

Penelitian ini didasarkan pada rumusan masalah yaitu seberapa besar pengaruh *Return On Equity (ROE)* terhadap harga saham PT. XL AXIATA Tbk. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Metode ini digunakan untuk meramalkan pengaruh antar variabel yang satu dengan variabel yang lain, dalam penelitian ini yaitu variabel X (*Return On Equity*) 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 sederhana.

Berdasarkan hasil penelitian maka dapat diambil kesimpulan bahwa terdapat pengaruh antara *Return On Equity (ROE)* terhadap harga saham PT. XL AXIATA Tbk dengan hasil uji diperoleh persamaan regresi linier yaitu  $\hat{y} = 853.830 + 142.375 X$  dan variabel *Return On Equity (ROE)* memiliki koefisien regresi bertanda positif sebesar 0.652 artinya apabila terjadi perubahan variabel *Return On Equity (ROE)* akan mempengaruhi *Harga Saham* sebesar 65.2%. Serta sisanya sebesar 34,8% dipengaruhi oleh faktor-faktor lain yang tidak termasuk dalam penelitian ini. Faktor lain yang dapat mempengaruhi harga saham tersebut bisa dipengaruhi oleh *Return On Asset, Return On Investment, Net Profit Margin* serta *rasio-rasio keuntungan lainnya*, dapat pula di pengaruhi oleh faktor-faktor seperti perubahan nilai mata uang (*kurs valuta asing*), inflasi, krisis global, dan berbagai *issue* baik dari dalam dan luar negeri. Adapun pengujian hipotesis dilakukan dengan membandingkan nilai *t hitung* dan *t tabel*. Dimana  $t \text{ hitung} > t \text{ tabel}$  ( $2.738 > 2.738$ ).

Kata Kunci : *Return On Equity, Harga Saham.*

## ABSTRACT

**Nurlaila kasim, Student's ID 9314090124.** 2013. "The Effect of Return on Equity (ROE) on Stocks' Price of XL AXIATA, Inc. Ltd." Skripsi, Management Study Program, Management Department, Faculty of Economics and Business, Universitas Negeri Gorontalo. The principal supervisor was Raflin Hinelo, S.Pd, M.Si and the co-supervisor was Idham M. Ishak, SE., M.Si.

This research was conducted based on the research problem which was how is the effect of Return on Equity (ROE) on stocks' price of XL AXIATA, Inc. Ltd. This research applied quantitative method to predict the effect of one variable to another. The research variables were Return on Equity as the X variable or dependent variable and Stocks' Price as the Y variable or independent variable. The research instrument was the secondary data then analyzed through simple regression analysis.

Based on the research result, it can be concluded that there was an effect of Return of Equity (ROE) to the stocks' price of XL AXIATA Inc. Ltd. Test result showed that the linear regression equation was  $y = 853.830 + 142.357 X$  and the variable of Return of Equity (ROE) had a positive regression coefficient which was 0.652. It meant that if there was a change on the variable of Return on Equity (ROE), it would affect 65,2% of the stocks' price. The other 34,8% was affected by other factors which were not included in this research. Other factors which could affect the stocks' price were Return on Asset, Return on Investment, Net Profit Margin, and other profit ratios. The stocks' price could also be affected by other factors such as change of currency value (foreign exchange rate), inflation, global crisis, and various issues form inside or outside of country. Hypothesis test was conducted by comparing the value of *t count* and *t table*. The *t count* > *t table* (2.738 > 2738).

**Keywords:** *Return on Equity, Stocks' Price*