

**PENGARUH PERTUMBUHAN PENJUALAN, *RETURN ON EQUITY* (ROE), *DEBT TO EQUITY RATIO* (DER), *PRICE EARNING RATIO* (PER), DAN *PRICE TO BOOK VALUE* (PBV) TERHADAP *RETURN SAHAM***

**(Studi Empiris pada Perusahaan Sektor Industri Barang Konsumsi yang Terdaftar di Bursa Efek Indonesia Periode 2014-2018)**

**RINGKASAN**

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Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh pertumbuhan penjualan, *return on equity* (ROE), *debt to equity ratio* (DER), *price earning ratio* (PER) dan *price to book value* (PBV) terhadap *return* saham pada perusahaan sektor industri barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2014-2018. Jenis penelitian yang digunakan adalah *explanatory research*. Data yang digunakan adalah data sekunder. Populasi penelitian terdiri dari 57 perusahaan sektor industri barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2014-2018. Teknik pengambilan sampel menggunakan *purposive sampling*, sehingga sampel penelitian yang terpilih sebanyak 37 perusahaan. Namun, terdapat 18 perusahaan yang dikeluarkan dari sampel karena perusahaan-perusahaan tersebut memiliki data *outlier*, sehingga sampel penelitian menjadi 19 perusahaan. Metode analisis data yang digunakan adalah analisis regresi data panel. Hasil penelitian ini menunjukkan bahwa secara parsial variabel pertumbuhan penjualan, *return on equity* (ROE), dan *price to book value* (PBV) memiliki pengaruh positif terhadap *return* saham. Sedangkan *debt to equity ratio* (DER) dan *price earning ratio* (PER) tidak memiliki pengaruh terhadap *return* saham. Sementara hasil penelitian secara simultan menunjukkan bahwa variabel pertumbuhan penjualan, *return on equity* (ROE), *debt to equity ratio* (DER), *price earning ratio* (PER), dan *price to book value* (PBV) terhadap *return* saham. Besarnya pengaruh pertumbuhan penjualan, *return on equity* (ROE), *debt to equity ratio* (DER), *price earning ratio* (PER), dan *price to book value* (PBV) dalam memberikan kontribusi terhadap *return* saham adalah sebesar 62,77%, sedangkan sisanya adalah sebesar 37,23% dijelaskan oleh variabel-variabel lain di luar model penelitian.

**Kata Kunci : *Debt to Equity Ratio* (DER), Pertumbuhan Penjualan, *Price Earning Ratio* (PER), *Price to Book Value* (PBV), *Return On Equity* (ROE), dan *Return Saham*.**

***THE INFLUENCE OF GROWTH OF SALES, RETURN ON EQUITY (ROE),  
DEBT TO EQUITY RATIO (DER), PRICE EARNING RATIO (PER), AND  
PRICE TO BOOK VALUE (PBV) TO STOCK RETURN***

***(Empirical Study in the Consumer Goods Industry Sector Companies Listed on  
the Indonesia Stock Exchange in the Period 2014-2018)***

**SUMMARY**

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*This study aims to prove empirically the effect of sales growth, return on equity (ROE), debt to equity ratio (DER), price earning ratio (PER) and price to book value (PBV) on stock return in the consumer goods industry sector companies listed on the Indonesia Stock Exchange for the period 2014-2018. The type of research used is explanatory research. The data used are secondary data. The study population consisted of 57 companies in the consumer goods industry which were listed on the Indonesia Stock Exchange for the 2014-2018 period. The sampling technique used purposive sampling, so that the selected research sample were 37 companies. However, there were 18 companies that were excluded from the sample because these companies had outlier data, so the research sample became 19 companies. The data analysis method used is panel data regression analysis. The results of this study indicate that partially the variables of sales growth, return on equity (ROE), and price to book value (PBV) have a positive effect on stock returns. Meanwhile, the debt to equity ratio (DER) and price earning ratio (PER) have no effect on stock returns. Meanwhile, the research results simultaneously show that the variables of sales growth, return on equity (ROE), debt to equity ratio (DER), price earning ratio (PER), and price to book value (PBV) on stock returns. The magnitude of the effect of the effect of the sales growth, return on equity (ROE), debt to equity ratio (DER), price earning ratio (PER), and price to book value (PBV) in contributing to stock returns is 62.77%, while the rest is 37.23% served by other variables outside the research model.*

***Keywords: Debt to Equity Ratio (DER), Price Earning Ratio (PER), Price to Book Value (PBV), Return On Equity (ROE), Sales Growth, and Stock Return.***