

ABSTRAK

FAJAR SAPUTRA. Pengaruh Leverage, Profitabilitas, Dan Economic Value Added Terhadap *Return* Saham (Studi Empiris Pada Perusahaan Industri Barang Konsumsi yang Terdaftar di Bursa Efek Indonesia Periode 2015-2019). Dibawah bimbingan SAIFUL ANWAR.

Penelitian ini bertujuan untuk meneliti pengaruh Leverage, Profitabilitas, Dan Economic Value Added Terhadap *Return* Saham secara simultan dan parsial pada Perusahaan Industri Barang Konsumsi Yang Terdaftar di BEI Periode 2015-2019. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan metode Asosiatif Kausal. Populasi dalam penelitian ini adalah perusahaan Industri Barang Konsumsi Yang Terdaftar di BEI Periode 2015-2019 dan teknik yang digunakan adalah teknik purposive sampling yang sudah sesuai dengan kriteria sebagai penentuan dari sampel penelitian. Analisis data dilakukan dengan menggunakan analisis regresi berganda dengan alat bantu program Statistical Package for the Social Sciences (SPSS) 2.5. Hasil analisis menyimpulkan bahwa Leverage, Profitabilitas, Dan Economic Value Added secara simultan berpengaruh terhadap return saham sebesar 5,8%. Leverage secara parsial tidak berpengaruh terhadap return saham sebesar 1.717. Profitabilitas secara parsial berpengaruh positif dan signifikan terhadap return saham sebesar 2.486. Economic Value Added secara parsial tidak berpengaruh terhadap return saham sebesar 0.017.

Kata Kunci: Leverage, Profitabilitas, Economic Value Added, Return Saham



ABSTRACT

FAJAR SAPUTRA. *The Effect of Leverage, Profitability, and Economic Value Added Return (Empirical Study on Consumer Goods Industrial Companies Listed on the Indonesia Stock Exchange 2015-2019 Period). Under the guidance of SAIFUL ANWAR*

This study aims to examine the effect of Leverage, Profitability, and Economic Value Added Returns simultaneously and partially in Consumer Goods Industrial Companies Listed on the Indonesia Stock Exchange for the 2015-2019 Period. The type of research used in this research is quantitative research with the Causal Associative method. The population in this study is a consumer goods industry company listed on the Indonesia Stock Exchange for the 2015-2019 period and the technique used is a purposive sampling technique that is in accordance with the criteria for determining the research sample. Data analysis was performed using multiple regression analysis with the Statistical Package for the Social Sciences (SPSS) 2.5 program tool. The results of the analysis conclude that Leverage, Profitability, and Economic Value Added simultaneously have an effect on stock returns of 5.8%. Leverage partially has no effect on stock returns of 1.717. Profitability partially has a positive and significant effect on stock returns of 2,486. Economic Value Added partially has no effect on stock returns of 0.017.

Keywords: *Leverage, Profitability, Economic Value Added, Stock Return*

