ABSTRACT

DANDY VINDO PRASTOWO / 16008612012518 / FACULTY ECONOMIC OF MANAGEMENT / EFFECT OF CASH RATIO, WORKING CAPITAL TURNOVER, RETURN ON EQUITY RATIO, DEBT TO EQUITY RATIO TO STOCK PRICES IN COSMETIC AND HOUSEHOLD UTILITIES INDUSTRY SUB-SECTOR LISTED ON INDONESIA STOCK EXCHANGE IN PRIOD 2016-2021 / 1st ADVISOR DR ALI AKBAR, SE, MM, CRP, CSA 2nd ADVISOR DR MUFIDAH, SE, Msi

This research aims to analyze the influence of cash ratio, working capital turnover, rturn on equity ratio and debt to equity ratio simultaneously against stock prices. Analyze the influence of the cash ratio, working capital turnover, rturn on equity ratio and debt to equity ratio partially against stock prices in cosmetic and household utilities industry sub-sector listed on Indonesia Stock Exchange in priod 2016-2021.

The research methodology is descriptive and quantitative analysis methods. Data used is secondary data. The object in this research is cosmetic and household utilities industry sub-sector listed on Indonesia Stock Exchange in priod 2016-2021. Tool of the analysis multiple regression, hypotesis test so determinant coefficient F test and t test.

The object of this research is cosmetic and household utilities industry sub-sector listed on Indonesia Stock Exchange in priod 2016-2021. Sample of reseach in company is PT Ades Waters Indonesia Tbk (ADES), PT Martina Berto Tbk (MBTO), PT Mustika Ratu Tbk (MRAT), PT Mandom Indonesia Tbk (TCID), PT Unilever Indonesia (UNVR)..

Result of line regression $Y = 0{,}482 + 0{,}032\ X_1 + 0{,}013\ X_2 + 0{,}024\ X_3 + e$ F test result, it is known that cash ratio, working capital turnover, rturn on equity ratio and debt to equity ratio simultaneously significant effect on stock prices. F_{count} larger than F_{table} or comparing the significant level of 0.05 then ($0.000 < 0.05$) then Ho is rejected and Ha accepted. Based on the results of the t_{count} cash ratio, return on equity ratio and debt to equity ratio > t_{tabel} is means have significant effect between stock prices.

Conclusion is the variable cash ratio, working capital turnover, rturn on equity ratio and debt to equity ratio simultaneously significant effect on stock prices. In partially no variabel independent is cash ratio, return on equity ratio and debt to equity ratio effect on stock prices.