

ABSTRAK

Nyi Ayu Rifa FF (1301206) “**Pengaruh *Earning Per Share* (EPS) dan *Price Earning Ratio* (PER) terhadap *Return Saham* Subsektor Keramik, Porselen & Kaca yang Terdapat di BEI Periode 2011-2016**” dibawah bimbingan Dra. Heraeni Tanuatmodjo, M.M dan Imas Purnamasari, S.Pd., MM.

Pasar modal memiliki peran penting bagi perekonomian suatu negara karena pasar modal menjalankan dua fungsi, yaitu menjadi sarana perusahaan untuk mendapatkan dana dan sarana bagi masyarakat untuk berinvestasi pada instrumen keuangan. *Return* saham yang cenderung menurun tentu dapat merugikan para pemilik saham. Ini merupakan permasalahan serius bagi emiten, karena ancaman kurangnya investor yang akan menanamkan modal pada perusahaan akan menjadikan emiten kekurangan modal untuk memenuhi aspek operasional. *Return* saham subsektor keramik, porselen & kaca mengalami fluktuasi yang sangat tajam dari tahun ke tahun. Faktor-faktor yang mempengaruhi *return* saham, yaitu rasio likuiditas (CR, QR, CPR), rasio aktivitas (TATO, WCTO, FATO, ITO, perputaran piutang, rata-rata umur piutang), rasio profitabilitas (GPM, NPM, BEP, ROI, ROE, EPS), rasio utang (DER, DTAR, LTDtER, TIER), rasio pertumbuhan dan rasio nilai pasar (PER, MBV).

Penelitian ini bertujuan untuk memperoleh (1) Bagaimana gambaran *Earning Per Share* (EPS) pada Subsektor Keramik, Porselen & Kaca periode 2011-2016. (2) Bagaimana gambaran *Price Earning Ratio* (PER) pada Subsektor Keramik, Porselen & Kaca periode 2011-2016. (3) Bagaimana gambaran *Return Saham* pada Subsektor Keramik, Porselen & Kaca periode 2011-2016. (4) Bagaimana pengaruh *Earning Per Share* (EPS) terhadap *return* saham pada Subsektor Keramik, Porselen & Kaca periode 2011-2016. (5) Bagaimana pengaruh *Price Earning Ratio* (PER) terhadap *return* saham pada Subsektor Keramik, Porselen & Kaca periode 2011-2016.

Penelitian ini menggunakan teknik analisis data deskriptif dan verifikatif, dengan metode *explanatory research* dan desain penelitian yang digunakan adalah *time series design*. Teknik analisis data yang digunakan adalah regresi linear multipel dengan alat bantu *software* komputer *Statistical Product for Service Solutions* (SPSS) 22.0 *for windows*. Hasil penelitian menunjukkan *Earning Per Share* (EPS) berpengaruh positif terhadap *return* saham dan *Price Earning Ratio* (PER) tidak memiliki pengaruh terhadap *return* saham.

Kata kunci : *Earning Per Share* (EPS), *Price Earning Ratio* (PER), *Return Saham*.

ABSTRAK

Nyi Ayu Rifa FF (1301206) "**Influence Earning Per Share (EPS) and Price Earning Ratio (PER) Return on Equity (Case Studies in Ceramics, Porcelain, Glass Subsector Registered in BEI Period 2011-2016)**" under the guidance of Dra. Heraeni Tanuatmodjo, M.M and Imas Purnamasari, S.Pd., MM.

The capital market has an important role for the economy of a country because the capital market operates two functions, namely being the company's means to obtain funds and means for people to invest in financial instruments. Stock returns that tend to decline can certainly harm the shareholders. This is a serious problem for issuers, because the threat of lack of investors who will invest in the company will make the issuers lack of capital to meet operational aspects. Stock returns pharmaceutical subsector experienced a very sharp fluctuations from year to year. Factors affecting stock returns, is liquidity ratios (CR, QR, CPR), activity ratios (TATO, WCTO, FATO, ITO, receivable turnover, average receivable life), profitability ratios (GPM, NPM, BEP, ROI, ROE, EPS), debt ratios (DER, DTAR, LTDtER, TIER), growth ratio and market value ratio (PER, MBV).

This study aimed to obtain (1) Describing Earning Per Share (EPS) at the company Ceramics, Porcelain, Glass Subsector period 2011-2016. (2) Describing Price Earning Ratio (PER) at the company Ceramics, Porcelain, Glass Subsector period 2011-2016. (3) Describing the company stock return Ceramics, Porcelain, Glass Subsector period 2011-2016. (4) How does the effect of Earning Per Share (EPS) to the stock returns on the company Ceramics, Porcelain, Glass Subsector period 2011-2016. (5) How does the effect of Price Earning Ratio (PER) to the stock returns on the company Ceramics, Porcelain, Glass Subsector period 2011-2016.

The Research use descriptive and verificative method with explanatory research and The sampling technique that used is time series design. Data analysis techniques that used is regression multiple helped by Statistical Product for Service Solutions (SPSS) 21.0 for windows. Based on the findings, it can be proved that the regression model can be used to observe the effect of Earning Per Share (EPS) and Price Earning Ratio (PER) to the stock return. The results showed Earning Per Share(EPS) positive effect on stock returns and Price Earning Ratio (PER) has no effect on stock returns.

Keywords: Earnings Per Share (EPS), Price Earning Ratio (PER), Return Stock.