

**PENGARUH PROFITABILITAS TERHADAP *RETURN*
SAHAM
(Studi pada Perusahaan *Financial Technology*
yang Terdaftar di NASDAQ)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



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Bandung, April 2023



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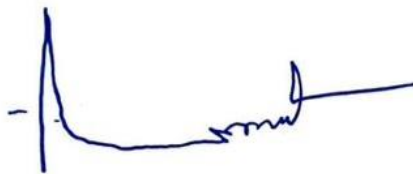
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ABSTRAK

Agnes Rusmaida Panjaitan (1801191), **Pengaruh Profitabilitas Terhadap *Return Saham* (Studi pada Perusahaan *Financial Technology* yang Terdaftar di NASDAQ)** di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Sulastri, S.Pd., M.Stat., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran mengenai profitabilitas terhadap *return* saham pada perusahaan *financial technology* yang terdaftar di NASDAQ. Jenis penelitian yang digunakan yaitu penelitian deskriptif dan verifikatif dengan metode *explanatory research*. Teknik pengambilan sampel dalam penelitian ini yaitu teknik *purposive sampling* dengan jumlah sampel sebanyak 24. Perusahaan *financial technology* yang terdaftar di NASDAQ adalah objek dalam penelitian ini. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis regresi linear sederhana dengan aplikasi pengolahan data menggunakan program IBM SPSS versi 26.0 *for windows*. Penelitian ini memperoleh hasil temuan yang menunjukkan bahwa profitabilitas berpengaruh negatif terhadap *return* saham. Berdasarkan hasil penelitian ini, dapat disimpulkan bahwa ketika profitabilitas (ROE) meningkat maka *return* saham tidak mengalami peningkatan.

Kata Kunci: Profitabilitas; *Return Saham*, *Financial Technology*

ABSTRAK

Agnes Rusmaida Panjaitan (1801191), **Pengaruh Profitabilitas Terhadap Return Saham (Studi pada Perusahaan *Financial Technology* yang Terdaftar di NASDAQ)** di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Sulastri, S.Pd., M.Stat., M.M.

This study aims to obtain an overview of the profitability of stock return in financial technology companies listed on the NASDAQ. The type of research used is descriptive and verification research with explanatory research methods. The sampling technique in this study is purposive sampling technique with a total sample of 24. Financial technology companies listed on the NASDAQ are the objects in this study. The data analysis technique used in this study is a simple linear regression analysis technique with data processing applications using the IBM SPSS program version 26.0 for windows. This study obtained findings showing that profitability negatively affects stock return. Based on the results of this study, it can be concluded that when profitability (ROE) increases, stock return do not increase.

Keywords: Profitability; Stock Return, Financial Technology

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