

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Return on Equity*, *Debt Equity Ratio*, dan *Net Profit Margin* baik secara simultan maupun secara parsial terhadap *Price Earning Ratio* dan juga untuk mengetahui secara empiris variable mana yang paling besar pengaruhnya terhadap *Price Earning Ratio* pada perusahaan *Property dan Real Estate* yang terdaftar di Bursa Efek Indonesia.

Populasi penelitian ini adalah seluruh perusahaan *Property dan Real Estate* yang *Go Public* di Bursa Efek Indonesia (BEI) mulai dari tahun 2009 sampai 2012 dan telah menerbitkan laporan secara periodik. Metode yang di gunakan adalah metode *purposive sampling* dan sampel yang dapat di ambil dalam penelitian ini sebanyak 34 perusahaan.

Berdasarkan hasil penelitian menunjukkan bahwa secara simultan *Return on Equity*, *Debt Equity Ratio* dan *Net Profit Margin* berpengaruh dan signifikan terhadap *Price Earning Ratio*. Hasil pengujian secara parsial (antar variabel) *Return on Equity* dan *Debt Equity Ratio* tidak berpengaruh terhadap *Price Earning Ratio*, sedangkan *Net Profit Margin* berpengaruh signifikan terhadap *Price Earning Ratio*.

Kata Kunci: *Price Earning Ratio*, *Return On Equity*, *Debt to Equity Ratio*, *Net Profit Margin*.

ABSTRACT

The current research is aimed at analyzing the impact of Return on Equity, Debt Equity Ratio, and Net Profit Margin simultaneously as well as partial effects, and to empirically find out which variables have higher contribution on Price Earning Ratio in the Property and Real Estate Companies listed in Indonesia Stock Exchange.

All properties and real estate company that go public and listed at IDX are taken as the population which ranges from 2009 to 2012, and those companies have published the reports on a periodic basis as consideration. Whilst, Purposive sampling method is deployed and present study used 34 companies as sample .

The statistical output demonstrated that simultaneously Return on Equity, Debt Equity Ratio, and Net Profit Margin have significant effect on Price Earning Ratio. Meanwhile, partial test conducted among variables, the finding showed that Return on Equity and Debt Equity Ratio are insignificant on Price Earning Ratio, in the other hands Net Profit Margin has a significant effect on Price Earning Ratio.

Keywords: Price Earning Ratio, Return on Equity, Debt to Equity Ratio Net Profit Margin.