

ABSTRACT

ALFIYA TRI WAHYUNI/18411216/2022. The Effect of Return on Equity (ROE), Current Ratio (CR), and Debt to Equity Ratio (DER) on Stock Prices in Hotels, Restaurants, and Tourism Sub-Sector Companies Listed on the Indonesia Stock Exchange 2016 – 2020.

Financial Management Study Program

The purpose of this study is to analyze the effect of Return on Equity (ROE), Current Ratio (CR), and Debt to Equity Ratio (DER) on stock prices in hotel, restaurant, and tourism sub-sector companies listed on the Indonesia Stock Exchange in 2016 – 2020. In this thesis research, secondary data is used in the form of financial statements of hotels, restaurants, and tourism sub-sector companies listed on the IDX. In this study, the population was 35 companies, where purposive sampling technique was used to take samples with a total of 60 observational data. Panel data regression analysis was used to analyze the research data with the help of Eviews 9.0 software. The results of the F test showed that simultaneously return on equity, current ratio and debt to equity ratio had a significant effect on stock prices. Then the t test results show that partially the return on equity has a positive and significant effect on stock prices, the current ratio and debt to equity ratio have no effect on stock prices.

Keywords: stock price, return on equity, current ratio, and debt to equity ratio