

**PENGARUH *PRICE TO BOOK VALUE* (PBV) DAN *RETURN ON EQUITY* (ROE) TERHADAP *RETURN* SAHAM PADA PERUSAHAAN LQ45 YANG TERDAFTAR DI BURSA EFEK INDONESIA
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *price to book value* dan *return on equity* terhadap *return* saham indeks LQ45. Rancangan penelitian yang digunakan yaitu kuantitatif kausal. Sampel dalam penelitian ini sebanyak 76 sampel dari 38 perusahaan selama periode dua tahun, penelitian ini menggunakan teknik *purposive sampling*. Instrumen pengumpulan data menggunakan studi dokumentasi analisis regresi data panel. Data diolah menggunakan program *Eviews 13*, hasil penelitian menunjukkan (1) *price to book value* dan *return on equity* memiliki pengaruh signifikan terhadap *return* saham (2) *price to book value* memiliki pengaruh negatif dan signifikan terhadap *return* saham (3) *return on equity* memiliki pengaruh positif dan signifikan terhadap *return* saham.

Kata kunci: *price to book value*, *return on equity*, *return* saham.

THE EFFECT OF PRICE TO BOOK VALUE (PBV) AND RETURN ON EQUITY (ROE) ON STOCK RETURNS IN LQ45 COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE IN 2022-2023

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ABSTRACT

This study aims to examine the effect of price to book value and return on equity on LQ45 index stock returns. The research design used is causal quantitative. The sample in this study were 76 samples from 38 companies over a two-year period, this study used purposive sampling technique. Data collection instruments using documentation studies panel data regression analysis. The data was processed using the Eviews 13 program, the results showed (1) price to book value and return on equity have a significant effect on stock returns (2) price to book value has a negative and significant effect on stock returns (3) return on equity has a positive and significant effect on stock returns.

Keyword: price to book value, return on equity, stock return