

**PENGARUH MARKET VALUE, DEVIDEND PAYOUT RATIO, TRADING
VOLUME ACTIVITY, EARNING PER SHARE, RETURN ON ASSETS
TERHADAP HOLDING PERIOD**

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ABSTRAK

Penelitian yang dilakukan dilatarbelakangi keinginan peneliti dalam megungkap pengaruh *market value*, *devidend payout ratio*, *trading volume activity*, *earning per share* dan *return on assets* terhadap *holding period*. Pada penelitian ini populasi yang digunakan yakni seluruh perusahaan sektor perbankan yang telah terdaftar pada Bursa Efek Indonesia, dan jumlah perusahaan yang ada pada sektor perbankan mencapai 45 perusahaan. Dari aktifitas klasifikasi sampel dengan menerapkan beberapa karakteristik yang telah ditentukan akan membentuk jumlah sampel yang layak digunakan yakni sebanyak 36 perusahaan. Pada penelitian ini pengujian yang digunakan yaitu Analisis Statistik Deskriptif, Uji Asumsi Klasik, dan Uji Hipotesis dengan bantuan software SPSS Statistics 20 For Windows. Hasil penelitian ini menunjukkan bahwa, (1) *market value* tidak berpengaruh signifikan terhadap *holding period*, (2) *devidend payout ratio* tidak berpengaruh signifikan terhadap *holding period*, (3) *trading volume activity* berpengaruh signifikan terhadap *holding period*, (4) *earning per share* tidak berpengaruh signifikan terhadap *holding period*, dan (5) *return on assets* tidak berpengaruh signifikan terhadap *holding period*.

Kata kunci: *Market Value, Devidend Payout Ratio, Trading Volume Activity, Earning Per Share, Return On Assets, dan Holding Period.*

**THE EFFECT OF MARKET VALUE, DEVIDEND PAYOUT RATIO,
TRADING VOLUME ACTIVITY, EARNING PER SHARE, RETURN ON
ASSETS ON HOLDING PERIOD**

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ABSTRACT

This research was conducted against the desire of researchers in revealing the influence of market value, dividend payout ratio, trading volume activity, earnings per share and return on assets to the holding period. In this research the population used is all banking sector companies that have been listed on the Indonesia Stock Exchange, and the number of companies in the banking sector reaches 45 companies.. From the classification activities of the sample by applying some predetermined characteristics will form a number of samples that are worthy of use namely as many as 36 companies. In this study the test used is Descriptive Statistical Analysis, Classical Assumption Test, and Hypothesis Test with the help of SPSS Statistics 20 For Windows software. The results of this study indicate that, (1) market value does not significantly influence the holding period, (2) the dividend payout ratio does not significantly influence the holding period, (3) trading volume activity has a significant effect on the holding period, (4) earnings per share does not significant effect on the holding period, and (5) return on assets does not significantly influence the holding period.

Keywords: *Market Value, Devidend Payout Ratio, Trading Volume Activity, Earning Per Share, Return On Assets, andHolding Period.*