

## ABSTRACT

Finance companies as non-bank financial institutions have a role in maintaining the stability of the Indonesian economy. Finance industry growth opportunities (financing) increases with the increase in per capita income and the share of the motor vehicle market in Indonesia is quite large. But the phenomenon of industry and existing regulations limit the growth of finance companies, seen from the finance company's stock price decline of 2011-2013. This is seen to be further fundamental analysis to assist in decision making.

This study aims to determine the effect of the current ratio, debt equity ratio, total asset turnover, return on the investments, return on equity, earnings per share, the price earnings ratio, cash flow operation of the finance company's stock price in Indonesia Stock Exchange 2009-2013 period partially or simultaneously. The method used is a panel data regression method using the common-constant models. Testing the hypothesis with the t test, F test, and the coefficient of determination.

The results showed only a variable return on investment, earnings per share, and the operation cahflow significant effect on stock prices. Simultaneously, all variables affect stock prices with the coefficient of determination ( $R^2$ ) of 95.60%, which means that the stock price can be predicted from the movement of all independent variables by 95.60% and the remaining 4.40% influenced outside variables outside the research variables.

Keywords: stock price, financial ratios, multifinance