

ABSTRACT

This thesis is entitled "The Effect of Return On Assets, Return On Equity, Debt to Asset Ratio and Debt to Equity Ratio on company value in property and real estate sub-sector companies listed on the Indonesia Stock Exchange for the period 2015 - 2019". The phenomenon related to company value occurred in the property and real estate sector, namely the decline in the property stock index listed on the IDX by 8.37%. Most property stocks that have large capitalizations are still withering. For example, in several related companies, for example, the share price of Ciputra Development (CTRA) decreased by 14.23%.

The value of the company will increase if the share price increases which is indicated by a high rate of return on investment to shareholders. In an effort to realize the company's goals, the company must meet its funding needs, in order to maximize its performance. Good performance can increase the value of the company and the company's share price, this will reflect the prosperity of the company's shareholders.

This research was conducted to find out how the effect of Return on Assets, Return on Equity, Debt to Asset Ratio and Debt to Equity Ratio on firm value in property and real estate sector companies listed on the Indonesia Stock Exchange (IDX). The population in this study are property and real estate sector companies listed on the Indonesia Stock Exchange in 2015-2019. The sample selection technique used was purposive sampling and obtained 50 samples to be observed. The analysis technique in this study is panel data regression analysis using the Eviews 10 software.

The results obtained from this study are the Return on Assets (ROA), Return on Equity (ROE), Debt to Asset Ratio (DAR) variables, and the Debt to Equity Ratio (DER) simultaneously have a significant effect on firm value. The Return on Equity (ROE) variable has an effect on firm value. Meanwhile, the Return on Assets (ROA), Debt to Asset Ratio (DAR) and Debt to Equity Ratio (DER) variables partially have no effect on Firm Value.

Keyword: Return on Asset, Return on Equity, Debt to Asset Ratio, Debt to Equity Ratio, Company Value