

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh faktor fundamental dan faktor teknikal terhadap harga saham perusahaan *consumer goods* yang terdaftar di Bursa Efek Indonesia (BEI). Faktor fundamental terdiri dari faktor *Earnings Per Share* (EPS), *Debt to Equity Ratio* (DER), Tingkat Inflasi, Tingkat Bunga, dan Kurs Valuta Asing. Faktor teknikal terdiri dari Volume Perdagangan Saham dan Harga Saham Sebelumnya.

Populasi dari penelitian ini sejumlah 40 perusahaan *consumer goods* yang *listing* di BEI periode 2009-2012. Dengan metode *purposive sampling*, didapatkan 28 perusahaan sampel. Model analisis yang digunakan dalam penelitian ini adalah regresi linier berganda.

Hasil penelitian menunjukkan bahwa Harga Saham secara simultan dipengaruhi oleh faktor fundamental dan faktor teknikal. Secara parsial, terdapat 4 variabel yang berpengaruh signifikan terhadap Harga Saham yaitu: EPS, Tingkat Bunga, Kurs Valuta Asing, dan Harga Saham Sebelumnya. Arah dari pengaruh keempat variabel tersebut adalah positif. Sedangkan variabel DER, Tingkat Inflasi dan Volume Perdagangan Saham secara parsial tidak berpengaruh signifikan terhadap Harga Saham.

Kata kunci : EPS, DER, Tingkat Inflasi, Tingkat Bunga, Kurs Valuta Asing, Volume Perdagangan Saham, Harga Saham Sebelumnya, dan Harga Saham

ABSTRACT

This study aims to examine the effect of fundamental factors and technical factors towards the consumer good's stock price listed in Indonesian Stock Exchange. Fundamental factors are Earnings Per Share (EPS), Debt to Equity Ratio (DER), Inflation Rate, Interest Rate, and Exchange Rate. Technical factors are Stock Trading Volume and Previous Stock Price.

The populations used in this study were 40 firms joined consumer goods sector and registered in BEI during the period 2009 – 2012. Using purposive sampling method obtained 28 firms as sample. Analysis model used in this study was multiple regression.

The results of this study indicate that both Fundamental Factors and Technical Factor simultaneously have significant influence toward Stock Price. There were four variables that partially influence toward Stock Price. They were EPS, Interest Rate, Exchange Rate, and Previous Stock Price. The influence direction of all four variables were positive. Whereas DER, Inflation Rate, and Stock Trading Volume partially have no significance influence toward Stock Price.

Keywords: EPS, DER, Inflation Rate, Interest Rate, Exchange rate, Stock Trading Volume, Previous Stock Price, and Stock Price