

ABSTRACT

THE EFFECT OF TOTAL ASSET TURNOVER, RETURN ON EQUITY, AND DEBT TO ASSET RATIO ON STOCK PRICES (On Petroleum Subsector Companies Listed on the Indonesia Stock Exchange)

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This study aims to determine the effect of total asset turnover, return on equity, and debt to asset ratio on stock prices in petroleum companies listed on the Indonesia Stock Exchange. The population in this study is all companies listed on the IDX in the oil and gas industry on the Indonesia Stock Exchange. The total population of the company is 13 companies using the purposive sampling method obtained by 10 companies. This study uses regression analysis of panel data with the help of the eviews12 program. The results concluded that Total Asset Turnover (TAT) did not have a significant effect on the stock price of oil companies listed on the IDX, Return on Equity (ROE) proved to have a positive and significant influence on the stock price of oil companies, and Debt to Asset Ratio (DAR) did not show a significant influence on the stock price of oil companies.

Keywords: *Total Asset Turnover, Return on Equity, Debt to Asset Ratio, Stock Price*