

SUMMARY

Elina Amelia Anggraini, 2016, **Analisis Fundamental Menggunakan Price Earning Ratio (PER) Untuk Menilai Kewajaran Harga Saham Sebagai Dasar Pengambilan Keputusan Investasi (Studi Pada Sektor Industri Barang Konsumsi yang Listing di BEI Periode 2012-2015)**, Drs. Topowijono, M.Si, Sri Sulasmiyati, S.Sos, M.AP, 91 hal + xvi

Investment is a capital investment activity that is conducted by individual or institution with the expectation of return in the future. Investment is divided into investment in the form of real asset and investment in the form of securities. One of the traded securities is share. Share is one of financial commodities that is traded in capital market. Share is known as investment that is characterized as a high risk high return. Share investing needed analysis to assess its intrinsic value. One of analysis methods in assessing share's intrinsic value is fundamental analysis method. This method tries to predict stock price in the future by estimating fundamental factors that will be influenced stock price in the future. The aforementioned factors consisted of ROE, EPS, DPS, DPR, and PER. By estimating those factors it will be recognized whether the intrinsic value of the share is less than market value and considered to be overvalued, intrinsic value which is more than market value means it is undervalued or intrinsic value equals to market value indicates to be correctly valued.

The aim of this research is knowing the fairness of stock price and knowing a precise investment decision by using PER approach. This research uses descriptive with quantitative approach as the research type. Data collection technique in this research is documentation technique. Population of this research is consumer goods industry that are listed in IDX period 2012-2015. Sampling technique in this research is purposive sampling, by using that technique the 2 chosen sample involves PT. Merck Indonesia Tbk., and PT. Unilever Indonesia Tbk.

The result of this result shows that both of company's share price, PT. Merck Indonesia Tbk., dan PT. Unilever Indonesia Tbk, is in the correctly value. Decisions can be taken by prospective investors is to hold the correctly valued shares's, in the hope the stock price will continue to rise along with the development company that continues increased, so as to generate a high return.