

SUMMARY

Riche Sita Tanjung, 2013, "**Factors that Influence Of Fundamental Company Share Price (Studies in Food and Beverages Company Listed in Indonesia Stock Exchange Year Period 2009-2011)**" First Supervisor: Prof.. Dr. Suhadak, M.Ec., second Supervisor: Drs. Nengah Sudjana, M.Sc.

Rapid progress is marked by emerging and growth companies go public, the company that sells securities to the public. The sale of shares to the public aims to develop and expand the company's market expansion in order to win the competition which also can ultimately improve the bottom line of the company. The size of the increase in profits from the sale of shares are affected by fluctuations in the stock price, sometimes up or down. Fundamentals, investors are always used as a reference in making investment decisions in the stock market.

Measurement and analysis of a company's fundamentals, using a main gauge a company's financial statements. Some financial ratios are used for fundamental analysis in this study is the Debt to Equity Ratio (DER), Return on Assets (ROA), Price Earning Ratio (PER) and Earning per Share (EPS). The purpose of this study was to determine the effect of independent variables with Debt to Equity Ratio (DER), Return on Assets (ROA), Price Earning Ratio (PER) and Earning per Share (EPS) of the stock price and to explain the variables that influence The most dominant of the stock price.

Type of research is explanatory research or research using hypothesis testing and using a quantitative approach. The population in this study is a joint Food and Beverages listed on the Indonesia Stock Exchange (BEI) in the years 2009-2011, the sampling technique used by researchers is the purposive sampling technique sampling later than the specified criteria selected ten companies in the sample in this study. Analysis of the data used is descriptive statistical analysis, multiple linear regression, and calculate the coefficient of determination with respect to the classical assumptions. In analyzing the use of SPSS (Statistical Package for the Social Sciences).

The results of this study indicate that the DER (X1), ROA (X2), PER (X3), and EPS (X4) simultaneously influence the dependent variable is the share price (Y) and ROA variables have a dominant influence on stock prices because it has a coefficient of regression largest. Based on these results, it is recommended to all interested parties to consider variables that influence and need to be considered as ROA ROA variables are dominant variables on stock prices.