

## RINGKASAN

Penelitian ini bertujuan menganalisis dan menilai pengaruh informasi fundamental terhadap *return* saham perusahaan dengan variabel *dividen yield* sebagai moderasinya, penelitian ini menggunakan uji MRA (*moderated regression analysis*) untuk mengestimasi pengaruh variabel moderasi dan variabel independen. Hasil penelitian ini menunjukkan bahwa *ROA* (*return on asset*), *CR* (*Current Ratio*), *BVPS* (*Book Value per share*) tidak berpengaruh terhadap *return* saham, lalu variabel *DER* (*debt equity ratio*) berpengaruh terhadap *return* saham, sedangkan *dividen yield* mampu memoderasi pengaruh informasi fundamental terhadap *return* saham.

Kata kunci : *DER*, *ROA*, *CR*, *BVPS*, *Dividen yield*, *return* saham

## **SUMMARY**

*This study aims to analyze and assess the effect of fundamental information on company stock returns with dividend yield as the moderating variable. This study uses the MRA test (moderated regression analysis) to estimate the effect of moderating variables and independent variables. The results of this study indicate that ROA (return on assets), CR (Current Ratio), BVPS (Book Value per share) have no effect on stock returns, then the variable DER (debt equity ratio) has an effect on stock returns, meanwhile dividend yield can moderate the influence of fundamental information on stock returns.*

*Keywords: DER, ROA, CR, BVPS, dividend yield, stock return*

