ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh rasio finansial terhadap harga *closing* saham perusahaan asuransi umum menggunakan metode analisis fundamental saham. Metode regresi linear berganda digunakan untuk mengidentifikasi dan menganalisis pengaruh dari rasio finansial yaitu *Debt to Equity Ratio* (DER), *Price to Book Value* (PBV), *Price to Earning Ratio* (PER), dan *Earnings Per Share* (EPS) terhadap harga *closing* saham setiap perusahaan serta membandingkan pengaruh rasio finansial seluruh sampel saham perusahaan asuransi umum Indonesia. Hasil prediksi harga *closing* saham menggunakan metode *Double Exponential Smoothing* dan *Autoregressive Integrated Moving Average* (ARIMA) menunjukkan penurunan pada harga saham selama 2020 hingga 2021. Akurasi hasil prediksi harga *closing* saham kedua metode prediksi dievaluasi menggunakan kriteria *Mean Absolute Percentage Error* (MAPE). Langkah penelitian diakhiri dengan melakukan perbandingan tingkat akurasi prediksi terbaik antara ketiga saham untuk menentukan metode yang cocok untuk memprediksi harga *closing* saham perusahaan asuransi umum Indonesia.

Kata kunci: Analisis Fundamental, Saham, Asuransi Umum, Regresi Linear Berganda, Prediksi, *Double Exponential Smoothing*, ARIMA

ABSTRACT

This research aims to analyze the impact of financial ratio on general insurance stock closing price by fundamental analysis method. Multiple linear regression method applied to identify and analyze the impact of financial ratio i.e. Debt to Equity Ratio (DER), *Price to Book Value* (PBV), *Price to Earning Ratio* (PER), *and Earnings Per Share* (EPS) *on stock closing price of each company as well as contrasts of sample general insurance companies in Indonesia. Result of stock price forecasting applying Double Exponential Smoothing and Autoregressive Integrated Moving Average* (ARIMA) *indicates decrease on each stock closing price throughout 2020 to 2021. Stock closing price forecasting accuracy by both methods will be evaluated by Mean Absolute Percentage Error* (MAPE) *criteria. This research will come to an end by comparing the best forecasting model amongst three stock price samples and concluding which method is best used to forecast general insurance company's stock closing price in Indonesia.*

Keywords: Fundamental Analysis, Stock, General Insurance, Multiple Linear Regression, forecasting, Double Exponential Smoothing, ARIMA