

## ABSTRAK

Silvia Wulandari. 2024. Analisis Perbandingan Kinerja Keuangan Dan *Return Saham* Sebelum Dan Sesudah *Merger* Dan Akuisisi Pada Perusahaan Industri *E-Commerce* Yang Terdaftar Di BEI. Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak., CA., Pembimbing (II) Liliek Nur Sulistiyowati, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui apakah terdapat perbedaan kinerja keuangan Price to Earning Ratio, Earning Per Share, Current Ratio, Total Asset Turn Over, Return On Asset, Return On Equity dan return saham setelah melakukan aktivitas merger dan akuisisi. Sampel yang digunakan pada penelitian ini 10 perusahaan industri e-commerce yang melakukan merger dan akuisisi. Penelitian ini termasuk dalam pendekatan kuantitatif. Analisis data dilakukan dengan menggunakan bantuan software SPSS versi 21. Hasil penelitian ini adalah terdapat perbedaan dari sebelum dan sesudah merger dan akuisisi pada Earning Per Share, Current Ratio, Total Asset Turn Over, Return On Asset, Return On Equity, tidak terdapat perbedaan pada Price to Earning Ratio dan return saham setelah melakukan aktivitas merger dan akuisisi.

**Kata Kunci:** Kinerja Keuangan, *Return Saham*, *Merger*, Akuisisi

## **ABSTRACT**

Silvia Wulandari. 2024. *Comparative Analysis of Financial Performance and Stock Returns Before and After Mergers and Acquisitions in E-Commerce Industry Companies Listed on the IDX*. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Anggita Langgeng Wijaya, S.E., M.Sc., Ak., CA., Advisor (II) Liliek Nur Sulistiyowati, S.E., M.M.

*The Comparative Analysis of Financial Performance and Stock Returns Before-After Mergers and Acquisitions in E-Commerce Industrial Companies Listed on the IDX.*

*This research aimed to find out whether there are differences in financial performance Price to Earning Ratio, Earning Per Share, Current Ratio, Total Asset Turn Over, Return on Assets, Return on Equity and stock returns after carrying out merger and acquisition activities. The sample used in this research was 10 e-commerce industry companies that carried out mergers and acquisitions. This research included a quantitative approach. Data analysis was carried out using SPSS version 21 software. The results of this research are that there are differences between before and after mergers and acquisitions in Earning Per Share, Current Ratio, Total Asset Turn Over, Return On Assets, Return On Equity, there is no difference in Price to Erning Ratio and stock returns after carrying out merger and acquisition activities.*

**Keywords:** *Financial Performance, Stock Returns, Mergers, Acquisitions*