

## DAFTAR ISI

|  |             |
|--|-------------|
| <b>COVER</b> .....                                       | <b>i</b>    |
| <b>PERSETUJUAN SKRIPSI</b> .....                         | <b>ii</b>   |
| <b>PENGESAHAN KELULUSAN UJIAN</b> .....                  | <b>iii</b>  |
| <b>PERNYATAAN ORISINALITAS SKRIPSI</b> .....             | <b>iv</b>   |
| <b>MOTTO DAN PERSEMBAHAN</b> .....                       | <b>v</b>    |
| <b>ABSTRACT</b> .....                                    | <b>vi</b>   |
| <b>ABSTRAK</b> .....                                     | <b>vii</b>  |
| <b>KATA PENGANTAR</b> .....                              | <b>viii</b> |
| <b>DAFTAR ISI</b> .....                                  | <b>x</b>    |
| <b>DAFTAR TABEL</b> .....                                | <b>xiii</b> |
| <b>DAFTAR GAMBAR</b> .....                               | <b>xiv</b>  |
| <b>DAFTAR LAMPIRAN</b> .....                             | <b>xv</b>   |
| <b>BAB I PENDAHULUAN</b> .....                           | <b>1</b>    |
| 1.1    Latar Belakang Masalah.....                       | 1           |
| 1.2    Rumusan Masalah.....                              | 13          |
| 1.3    Tujuan dan Kegunaan Penelitian.....               | 14          |
| 1.4    Sistematika Penulisan .....                       | 15          |
| <b>BAB II TELAAH PUSTAKA</b> .....                       | <b>17</b>   |
| 2.1    Landasan Teori .....                              | 17          |
| 2.1.1 <i>Fama and French Three Factor Model</i> .....    | 17          |
| 2.1.2 <i>Marginal Cost of Capital (MCC) Theory</i> ..... | 20          |
| 2.1.3 <i>Investor Sentiment Theory</i> .....             | 21          |
| 2.1.4    Sentimen Media Sosial.....                      | 23          |
| 2.1.5 <i>Cost of Equity Capital</i> .....                | 25          |
| 2.1.6    Beta ( <i>Systematic Risk</i> ).....            | 26          |
| 2.1.7    Ukuran Perusahaan ( <i>Firm Size</i> ).....     | 27          |
| 2.1.8 <i>Book to Market Ratio</i> .....                  | 28          |
| 2.1.9 <i>Leverage</i> .....                              | 29          |
| 2.2    Penelitian Terdahulu .....                        | 30          |
| 2.3    Hubungan Antar Variabel .....                     | 33          |

|  |   |           |
|--|---|-----------|
| 2.3.1                                  | Pengaruh Sentimen Media Sosial Terhadap <i>Cost of Equity Capital</i> .....       | 33        |
| 2.3.2                                  | Pengaruh Beta Terhadap <i>Cost of Equity Capital</i> .....                        | 36        |
| 2.3.3                                  | Pengaruh Ukuran Perusahaan Terhadap <i>Cost of Equity Capital</i> .....           | 37        |
| 2.3.4                                  | Pengaruh <i>Book to Market Ratio</i> Terhadap <i>Cost of Equity Capital</i> ..... | 38        |
| 2.3.5                                  | Pengaruh <i>Leverage</i> Terhadap <i>Cost of Equity Capital</i> .....             | 39        |
| 2.4                                    | Kerangka Pemikiran .....  | 40        |
| 2.5                                    | Hipotesis.....  | 41        |
| <b>BAB III METODE PENELITIAN .....</b> |   | <b>42</b> |
| 3.1                                    | Variabel Penelitian.....  | 42        |
| 3.1.1                                  | Variabel Dependen .....   | 42        |
| 3.1.2                                  | Variabel Independen .....   | 42        |
| 3.2                                    | Definisi Operasional .....  | 43        |
| 3.2.1                                  | <i>Cost Of Equity Capital</i> .....   | 43        |
| 3.2.2                                  | Beta .....  | 43        |
| 3.2.3                                  | Ukuran Perusahaan ( <i>Firm Size</i> ).....                                       | 44        |
| 3.2.4                                  | <i>Book to Market Ratio</i> .....   | 45        |
| 3.2.5                                  | <i>Leverage</i> .....   | 45        |
| 3.2.6                                  | Sentimen Media Sosial.....  | 46        |
| 3.3                                    | Populasi dan Sampel .....   | 49        |
| 3.3.1                                  | Populasi.....   | 49        |
| 3.3.2                                  | Sampel.....   | 49        |
| 3.3.3                                  | Jenis dan Sumber Data .....   | 50        |
| 3.3.4                                  | Metode Pengumpulan Data .....   | 51        |
| 3.4                                    | Metode Analisis Data.....   | 51        |
| 3.4.1                                  | Analisis Statistika Deskriptif .....  | 51        |
| 3.4.2                                  | Uji Asumsi Klasik.....  | 52        |
| 3.4.3                                  | Analisis Regresi Linear Berganda .....  | 56        |
| 3.4.4                                  | Uji Hipotesis.....  | 56        |
| <b>BAB IV HASIL DAN ANALISIS .....</b> |   | <b>59</b> |
| 4.1                                    | Deskripsi Objek Penelitian.....   | 59        |
| 4.2                                    | Analisis Data .....   | 61        |
| 4.2.1                                  | Statistika Deskriptif .....   | 61        |
| 4.2.2                                  | Pengujian Asumsi Klasik .....   | 64        |
| 4.2.3                                  | Analisis Regresi Linear Berganda .....  | 70        |

|                            |   |           |
|----------------------------|---|-----------|
| 4.2.4                      | Uji Hipotesis.....  | 71        |
| 4.3                        | Interpretasi Hasil.....   | 78        |
| 4.3.1                      | Pengaruh Beta terhadap <i>Cost of Equity Capital</i> .....                        | 78        |
| 4.3.2                      | Pengaruh Ukuran Perusahaan terhadap <i>Cost of Equity Capital</i> .....           | 79        |
| 4.3.3                      | Pengaruh Sentimen Media Sosial terhadap <i>Cost of Equity Capital</i> .....       | 80        |
| 4.3.4                      | Pengaruh <i>Book to Market Ratio</i> terhadap <i>Cost of Equity Capital</i> ..... | 82        |
| 4.3.5                      | Pengaruh <i>Leverage</i> terhadap <i>Cost of Equity Capital</i> .....             | 83        |
| <b>BAB V PENUTUP .....</b> |   | <b>85</b> |
| 5.1                        | Kesimpulan.....   | 85        |
| 5.2                        | Keterbatasan Penelitian.....  | 86        |
| 5.3                        | Saran .....   | 87        |
| 5.3.1                      | Saran Bagi Perusahaan.....  | 87        |
| 5.3.2                      | Saran Bagi Penelitian Selanjutnya .....   | 88        |
| <b>DAFTAR PUSTAKA.....</b> |   | <b>89</b> |
| <b>LAMPIRAN .....</b>      |   | <b>94</b> |

