

ABSTRAK

Analisis ini bermaksud memahami dampak dari *Profitabilitas*, *Earning Per Share*, *Return On Equity*, Struktur Modal kepada harga saham pada perseroan *consumer goods cyclicals* tercantum di Bursa efek Indonesia. Populasi dalam analisis ini sebanyak 115 perusahaan terdapat 84 perusahaan dalam kurung waktu tahun 2019-2021 yang memperoleh kriteria sebagai sampel dengan teknik pengambilan sampel *purposive sampling*. Jenis dan sifat analisis ini memakai deskriptif eksplanatori. Teknik analisa data memakai gaya uji asumsi klasik dengan analisa regresi berganda. Hasil analisa memperlihatkan secara parsial, *Profitabilitas*, *Return On Equity*, dan Struktur Modal tidak mempunyai dampak yang signifikan kepada harga saham sedangkan *Earning Per Share* mempunyai dampak signifikan kepada harga saham. Secara simultan, *Profitabilitas*, *Earning Per Share*, *Return On Equity*, dan Struktur Modal mempunyai dampak signifikan kepada harga saham perusahaan barang konsumsi tercantum di Bursa Efek Indonesia.

Kata Kunci. *Profitabilitas; Earning Per Share; Return On Equity; Struktur Modal; Harga Saham*

This analysis intends to understand the impact of Profitability, Earning Per Share, Return On Equity, Capital Structure on stock prices in consumer goods cyclicals companies listed on the Indonesian Stock Exchange. The population in this analysis is 115 companies, there are 84 companies in the 2019-2021 period which obtained the criteria as a sample using a purposive sampling technique. The type and nature of this analysis uses explanatory descriptive. The data analysis technique uses the classic assumption test style with multiple regression analysis. The results of the analysis show that partially, Profitability, Return On Equity, and Capital Structure do not have a significant impact on stock prices, while Earning Per Share has a significant impact on stock prices. Simultaneously, Profitability, Earning Per Share, Return On Equity, and Capital Structure have a significant impact on the stock prices of consumer goods companies listed on the Indonesia Stock Exchange.

Keywords. *Profitability; Earning Per Share; Return On Equity; Capital Structure; Stock price*