ABSTRAK

PENGARUH *EARNING PER SHARE*, PRICE TO BOOK VALUE, DEBT TO EQUITY RATIO, DEVIDEN PAYOUT RATIO DAN MODAL KERJA TERHADAP HARGA SAHAM PADA PERUSAHAAN FARMASI DI BURSA EFEK INDONESIA PERIODE 2017-2022

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis Pengaruh *Earning Per Share* (EPS), *Price to book value* (PBV), *Debt to Equity Ratio* (DER), *Dividend Payout Ratio* (DPR) dan Modal Kerja berpengaruh terhadap Harga Saham pada perusahaan manufaktur sektor Industri Farmasi di Bursa Efek Indonesia pada periode 2017-2022. Jenis Penelitian ini adalah penelitian kuantitatif yaitu penelitian yang berorientasi pada pengolahan data berupa angka- angka yang terdapat dalam laporan keuangan. Populasi pada penelitian yaitu perusahaan manufaktur sektor Industri Farmasi di Bursa Efek Indonesia pada periode 2017-2022. Sampel yang digunakan dalam penelitian ini sebanyak 7 perusahaan Farmasi. Teknik analisis data menggunakan analisis deskriftif dan analisis regresi linear berganda dengan mengguakan bantuan software SPSS versi 26. Berdasarkan hasil penelitian secara parsial menunjukkan bahwa *Earning Per Share* (EPS) berpengaruh positif dan signifikan terhadap Harga Saham, *Price to Book Value* (PBV) berpengaruh positif tidak signifikan terhadap Harga Saham, *Deviden Payout Ratio* (DPR) berpengaruh positif dan signifikan terhadap Harga Saham, Modal Kerja (MK) berpengaruh positif dan signifikan terhadap Harga Saham, dan secara simultan *Price to Book Value* (PBV), *Earning Per Share* (EPS), *Debt to Equity Ratio* (DER), *Deviden Payout Ratio* (DPR) dan Modal Kerja (MK) berpengaruh signifikan terhadap Harga Saham pada sektor Farmasi di Indonesia Labelisasi Halal berpengaruh positif dan signifikan terhadap *Purchase decision*, secara simultan variabel *Halal Awareness* dan Labelisasi Halal berpengaruh secara signifikan terhadap *Purchase decision* pelanggan pengguna layanan *Online Food Delivery*. Dan berdasarkan koefisien determinasi variabel dependen mampu mempengaruhi variabel dependen sebesar 48,1%.

Kata Kunci: *Earning Per Share* (EPS), *Price to book value* (PBV), *Debt to Equity Ratio* (DER), *Dividend Payout Ratio* (DPR), Modal Kerja, Harga Saham, Farmasi.

ABSTRACT

THE INFLUENCE OF EARNING PER SHARE, PRICE TO BOOK VALUE, DEBT TO EQUITY RATIO, DIVIDEND PAYOUT RATIO AND WORKING CAPITAL ON STOCK PRICES IN PHARMACY COMPANIES ON THE INDONESIAN STOCK EXCHANGE PERIOD 2017-2022

The aim of this research is to determine and analyze the influence of Earning Per Share (EPS), Price to book value (PBV), Debt to Equity Ratio (DER), Dividend Payout Ratio (DPR) and Working Capital on share prices in manufacturing sector companies. Pharmaceutical Industry on the Indonesian Stock Exchange in the 2017-2022 period. This type of research is quantitative research, namely research oriented towards processing data in the form of numbers contained in financial reports. The population in the research is manufacturing companies in the Pharmaceutical Industry sector on the Indonesia Stock Exchange in the 2017-2022 period. The sample used in this research was 7 pharmaceutical companies. The data analysis technique uses descriptive analysis and multiple linear regression analysis using SPSS version 26 software. Based on partial research results, it shows that Earning Per Share (EPS) has a positive and significant effect on stock prices, Price to Book Value (PBV) has no positive effect. significant effect on Share Prices, Dividend Payout Ratio (DPR) has a positive and significant effect on Share Prices, Working Capital (MK) has a positive and significant effect on Share Prices, and simultaneously Price to Book Value (PBV), Earning Per Share (EPS), Debt to Equity Ratio (DER), Dividend Payout Ratio (DPR) and Working Capital (MK) have a significant effect on stock prices in the pharmaceutical sector in Indonesia. Halal labeling has a positive and significant effect on purchase decisions, simultaneously the variables Halal Awareness and Halal Labeling have a significant effect significant impact on the Purchase decisions of customers using Online Food Delivery services. And based on the coefficient of determination the dependent variable is able to influence the dependent variable by 48.1%.

Keywords: Earning Per Share (EPS), Price to book value (PBV), Debt to Equity Ratio (DER), Dividend Payout Ratio (DPR), Working Capital, Share Prices, Pharmaceuticals.