

ABSTRACT

PENGARUH RETURN ON ASSET, RETURN ON EQUITY DAN EARNING PER SHARE TERHADAP HARGA SAHAM PADA PERUSAHAAN SEKTOR BARANG KONSUMSI YANG TERDAFTAR DI BURSA EFEK INDONESIA

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The research carried out in the Consumer Goods Sector Company aims to analyze the Effects of Return on Assets, Return on Equity and Earning Per Share on Share Prices in Consumer Goods Sector Companies Listed on the Indonesia Stock Exchange. The research population is 41 companies and only 21 companies that meet the criteria as a sample using purposive sampling technique. The research method uses multiple linear regression analysis with the classic assumption test. The results of the F test are obtained that Return on Assets, Return on Equity and Earning Per Share affect the Stock Prices of Consumers' Goods Sector Companies Listed on the Indonesia Stock Exchange. In the t test the variable Return on Assets does not affect the stock price of consumer goods companies listed on the Indonesia Stock Exchange. Return on Equity affects stock prices on consumer goods companies listed on the Indonesia Stock Exchange. Earning Per Share affects the price of shares in consumer goods companies listed on the Indonesia Stock Exchange.

Keywords: *Return on Asset, Return on Equity, Earning Per Share dan Harga Saham*