

ABSTRAKSI

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh *Return on Asset* (ROA), *Earnings Per Share* (EPS), *Debt to Asset Ratio* (DAR), dan *Price to Book Value* (PBV) terhadap harga saham. Penelitian ini menggunakan metode kuantitatif dengan data sekunder yang diperoleh dari laporan keuangan perusahaan manufaktur sektor *Consumer Goods* yang terdaftar di BEI tahun 2018-2022 yang diunduh melalui website resmi Bursa Efek Indonesia. Metode pengambilan sampel yang digunakan adalah *Purposive Sampling* dengan total observasi sebanyak 70 perusahaan dari 120 perusahaan. Teknik analisis data yang digunakan adalah analisis regresi berganda dengan bantuan *software SPSS v.23*. Hasil penelitian ini menunjukkan bahwa *return on asset* (ROA), *earnings per share* (EPS), *debt to asset ratio* (DAR), dan *price to book value* (PBV) secara parsial berpengaruh terhadap harga saham.

Kata Kunci: *return on asset, earnings per share, debt to asset ratio, price to book value*, dan harga saham.

ABSTRACT

This study aims to empirically prove the effect of Return on Asset (ROA), Earnings Per Share (EPS), Debt to Asset Ratio (DAR), and Price to Book Value (PBV) on stock prices. This study uses quantitative methods with secondary data obtained from the financial statements of manufacturing companies in the Consumer Goods sector listed on the IDX in 2018-2022 which are downloaded through the official website of the Indonesia Stock Exchange. The sampling method used was purposive sampling with a total of 70 observations from 120 companies. The data analysis technique used is multiple regression analysis with the help of SPSS v.23 software. The results of this study indicate that return on assets (ROA), earnings per share (EPS), debt to asset ratio (DAR), and price to book value (PBV) partially affect stock prices.

Keywords: *return on assets, earnings per share, debt to asset ratio, price to book value, and stock price.*