INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), dan *Dividend* terhadap harga saham studi pada emiten BBRI, BBCA, BMRI, dan BBNI tahun 2010-2024. Variabel penelitian yaitu *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), dan *Dividend* sebagai variabel x dan harga saham sebagai variabel Y. Penelitian ini menggunakan data sekunder yang didapatkan dari laporan keuangan perusahaan yang kemudian diolah oleh peneliti. Metode analisis yang digunaan pada penelitian Adalah regresi data panel dengan menggunakan pendekatan *Ordinary Least Square* (OLS) dengan total sebanyak 60 observasi. Hasil penelitian ini menunjukkan bahwa secara parsial variabel *Return On Equity* (ROE) berpengaruh negatif dan signifikan terhadap harga saham dengan tingkat signifikansi 0,0434. variabel *Debt to Equity Ratio* (DER) berpengaruh negatif dan dignifikan terhadap harga saham yang berarti semakin tinggi *debt to equity ratio* maka semakin akan semakin mengurangi minat investor sehingga mendorong penurunan harga saham. Sedangkan variabel *Dividend* berpengaruh signifikan dan positif terhadap harga saham sehingga peningkatan nilai *dividend* akan menarik minat investor guna mendapatkan keuntungan melalui pembagian *dividend* kemudian mendorong naik harga saham. Secara simultan variabel *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), dan *Dividend* berpengaruh signifikan terhadap harga saham. Berdasarkan penelitian ini menunjukan bahwa kinerja profitabilitas, struktur modal, dan kebijakan *dividend* merupakan faktor fundamental yang dapat menjadi pertimbangan dalam pengambilan Keputusan investasi pada sektor perbankan

Kata kunci: *Return On Equity*, *Debt to Equity Ratio, Dividend*, Harga saham, Data Panel, Perbankan

ABSTRACT

This study aims to analyze the effect of Return On Equity (ROE), Debt to Equity Ratio (DER), and Dividend on stock prices in case studies on issuers BBRI, BBCA, BMRI, and BBNI in 2010-2024. The research variables are Return On Equity (ROE), Debt to Equity Ratio (DER), and Dividend as X variables and stock prices as Y variables. This study uses secondary data obtained from the company's financial statements which are then processed by researchers. The analysis method used in the study is panel data regression using the Ordinary Least Square (OLS) approach with a total of 60 observations. The results of this study indicate that partially the Return On Equity (ROE) variable has a negative and significant effect on stock prices with a significance level of 0.0434. The Debt to Equity Ratio (DER) variable has a negative and significant effect on stock prices, which means that the higher the Debt to Equity Ratio, the more it will reduce investor interest, thus driving down stock prices. Meanwhile, the dividend variable has a significant and positive effect on stock prices, so that an increase in dividend value will attract investors' interest in obtaining profits through dividend distribution, which then drives up stock prices. Simultaneously, the variables Return on Equity (ROE), Debt to Equity Ratio (DER), and Dividends have a significant effect on stock prices. This study shows that profitability performance, capital structure, and dividend policy are fundamental factors that can be considered in making investment decisions in the banking sector.

Keywords: *Return on Equity, Debt to Equity Ratio), dividends, stock price, Panel data Regression*