

ABSTRAK

DOROJATUN MBOGOH NURUL HUDA, NPM : 71170312065, JUDUL: PENGARUH *RETURN ON ASSET* (ROA), *EARNING PER SHARE* (EPS) DAN *RETURN ON EQUITY* (ROE) TERHADAP HARGA SAHAM DI BURSA EFEK INDONESIA PERIODE 2016 – 2019. (Studi Empiris pada Perusahaan Sub Sektor Perdagangan Eceran yang Terdaftar di Bursa Efek Indonesia Periode 2016 – 2019).

Dibimbing oleh : Bapak Dr. Eddi Suprayitno, SE. Msi., selaku Dosen Pembimbing I dan Ibu Farida Khairani Lubis, SE. Msi., selaku Dosen Pembimbing II, skripsi : 2021

Penelitian ini bertujuan untuk mengetahui dari pengaruh *Return on asset*, pengaruh *earning per share* dan pengaruh *return on equity* terhadap harga saham perusahaan manufaktur sub sektor perdagangan eceran. Populasi di dalam penelitian ini sebanyak 25 perusahaan. Sampel dalam penelitian ini sebanyak sepuluh perusahaan yang terdaftar di BEI dalam periode 2016 – 2019. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Data yang digunakan adalah data sekunder yang dikumpulkan menggunakan metode dokumentasi data dengan hasil uji hipotesis menggunakan regresi linear berganda dengan program SPSS 25.

Hasil penelitian mendapatkan bahwa *Return On Asset* tidak berpengaruh terhadap harga saham, *Earning Per Share* berpengaruh terhadap harga saham, *Return on Equity* tidak berpengaruh terhadap harga saham dan secara bersama-sama *Return On Asset*, *Earning Per Share* dan *Return On Equity* berpengaruh terhadap harga saham.

Kata kunci : *Return On Asset* (ROA), *Earning Per Share* (EPS), *Return On Equity* (ROE) dan harga saham

DOROJATUN MBOGOH NURUL HUDA, NPM : 71170312065, TITLE: EFFECT OF RETURN ON ASSETS (ROA), EARNING PER SHARE (EPS) AND RETURN ON EQUITY (ROE) ON THE SHARE PRICE ON THE INDONESIA STOCK EXCHANGE FOR THE PERIOD 2016 – 2019. (Empirical Study on Retail Trade Sub-Sector Companies Listed on Indonesia Stock Exchange Period 2016 – 2019).

Guided by : Mr. Dr. Eddi Suprayitno, SE. Msi., as Lecturer I and Mrs. Farida Khairani Lubis, SE. Msi., as Supervisory Lecturer II, Skripsi: 2021

This study aims to know from the influence of Return on assets, the influence of earning per share and the influence of return on equity on the share price of manufacturing companies in the retail trade sub-sector. The population in this study was 25 companies. Samples in this study as many as ten companies registered in IDX in the period 2016 - 2019. The sampling method used in this study was purposive sampling. The data used is secondary data collected using a method of documenting data with hypothetical test results using multiple linear regressions with the SPSS 25 program.

The results obtained that Return On Asset has no effect on the share price, Earning Per Share affects the share price, Return on Equity has no effect on the share price and jointly Return On Asset, Earning Per Share and Return On Equity affect the share price.

Keywords: Return On Asset (ROA), Earning Per Share (EPS), Return On Equity (ROE) and share price