

ABSTRAK

Dari perkembangan sektor manufaktur yang bertumbuh pesat, sektor manufaktur bisa dilirik sebagai sarana investasi yang menguntungkan secara jangka panjang. Salah satu instrumen investasi yang menguntungkan adalah perdagangan saham di pasar modal. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *ROA*, *Debt to Equity Ratio*, dan *EPS* terhadap harga saham perusahaan manufaktur yang terdaftar di BEI pada periode 2018-2020. Jumlah sampel yang digunakan pada penelitian ini ditentukan dengan *purposive sampling* berdasarkan kriteria tertentu pada perusahaan manufaktur. Alat analisis yang digunakan adalah analisis regresi linear berganda. Hasil analisis membuktikan bahwa: *Return On Assets* berpengaruh positif signifikan terhadap harga saham. Semakin tinggi *return on assets*, maka harga saham akan semakin meningkat. *Debt to Equity Ratio* berpengaruh positif signifikan terhadap harga saham. Tinggi atau rendahnya *Debt To Equity Ratio (DER)* dapat mempengaruhi harga saham. *Earning Per Share* berpengaruh positif signifikan terhadap harga saham. Semakin tinggi *Earning Per Share*, maka harga saham akan semakin meningkat. Nilai *adjusted R square (R²)* sebesar 0,689 atau 68,9% artinya variasi variabel *return on asset (ROA)*, *Debt To Equity Ratio (DER)* dan *Earning Per Share (EPS)* mampu menjelaskan variasi variabel harga saham dan sisanya sebesar 31,4% dijelaskan oleh variabel lain diluar model penelitian ini.

Kata kunci: *ROA*, *Debt To Equity Ratio*, *EPS* dan harga saham

ABSTRACT

From the development of the manufacturing sector which is growing rapidly, the manufacturing sector can be seen as a profitable investment vehicle in the long term. One of the profitable investment instruments is stock trading in the capital market. The purpose of this study is to analyze the effect of ROA, Debt To Equity Ratio, and EPS on stock prices of manufacturing companies listed on the idx in the 2018-2020 period. The number of samples used in this study was determined by purposive sampling based on certain criteria in manufacturing companies. The analytical tool used is multiple linear regression analysis. The results of the analysis prove that: Return On Assets has a significant positive effect on stock prices. The higher the Return On Assets, the stock price will increase. The Debt To Equity Ratio has a significant positive effect on stock prices. High or low Debt To Equity Ratio (DER) can affect stock prices. Earning Per Share has a significant positive effect on stock prices. The higher the Earnings Per Share, the stock price will increase. The adjusted R square value (R^2) of 0.689 or 68.9% means that the variation of the return on assets (ROA), Debt To Equity Ratio (DER), and Earning Per Share (EPS) variables can explain the variation of stock price variables and the rest of 31.4% is explained by other variables outside this research model.

Keywords: ROA, Debt to Equity Ratio, EPS and stock price