

**PENGARUH *EARNING PER SHARE* (EPS), *RETURN ON EQUITY* (ROE),
DAN *DEBT TO EQUITY RATIO* (DER) TERHADAP HARGA
SAHAM PERUSAHAAN *CONSUMER GOODS* YANG
TERDAFTAR DI BURSA EFEK INDONESIA**

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ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Earning Per Share* (EPS), *Return on Equity* (ROE), *Debt to Equity Ratio* (DER) pada Harga Saham. Penelitian ini diambil karena masih ada perbedaan antara studi penelitian dengan satu sama lain dan ada perbedaan antara kondisi riil studi penelitian dengan satu sama lain dan ada perbedaan antara yang nyata data penelitian dengan teori yang ada.

Penelitian ini dilakukan dengan menggunakan data sekunder. Teknik sampling yang digunakan adalah *purposive sampling*. Tiga puluh lima perusahaan, hanya tujuh belas yang dipilih, karena memiliki laporan keuangan dari masing-masing perusahaan secara lengkap tahun 2009-2011 dan peningkatan laba yang konsisten. Metode analisis yang digunakan adalah analisis regresi linier berganda.

Dengan menggunakan analisis regresi, penelitian ini memberikan bukti bahwa *Earning Per Share* berpengaruh positif signifikan terhadap harga saham. *Return on Equity* berpengaruh positif signifikan terhadap harga saham. *Debt to Equity Ratio* belum signifikan efek negatif terhadap harga saham. Dari penelitian ini, dapat disimpulkan bahwa harga saham dipengaruhi oleh *Earning Per Share* dan *Return On Equity*. Faktor lainnya seperti *Debt to Equity Ratio* tidak berpengaruh terhadap harga saham.

Kata kunci: Harga Saham, Earning per Share, Return on Equity dan Debt to Equity Ratio

***EFFECT OF EARNING PER SHARE (EPS), RETURN ON EQUITY (ROE),
AND DEBT TO EQUITY RATIO (DER) FOR STOCK PRICE
THE CONSUMER GOODS COMPANY LISTED
IN INDONESIA STOCK EXCHANGE***

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ABSTRACT

The aims of this study are to analyze the effect of Earning per Share (EPS), Return on Equity (ROE), Debt to Equity Ratio (DER) on Stock Prices. This study was taken because there are still differences between the research study with each other and there is a difference between the real state of research study with each other and there is a difference between the real of research data with existing theory.

This research was conducted using secondary data. Sampling technique used was purposive sampling. From thirty five companies, only seventeen are selected, because the financial statement from each company are complete since 2009-2011 and consistently profit improvement. The analysis method used is multiple linear regression analysis.

By using regression analysis, this study provides evidence that Earning per Share have significant positive effect on stock prices. Return on Equity have significant positive effect on stock prices. Debt to Equity Ratio haven't significant negative effect on stock prices. From this research, it could be concluded that stock price is influenced by Earning per Share and Return on Equity. The other factors such as Debt to Equity Ratio has no impact to the stock price.

Keywords: *Stock Price, Earning per Share, Return on Equity and Debt to Equity Ratio*