

THE INFLUENCE OF EARNING PER SHARE (EPS), RETURN ON ASSETS (ROA), AND FINANCIAL LEVERAGE (FL) ON STOCK PRICE ON CONSUMER GOODS INDUSTRY IN INDONESIA STOCK EXCHANGE

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ABSTRACT

The aims of this study are to analyze the effect of Earning per This research was conducted using secondary data. Sampling technique used was purposive sampling. From thirty one companies, only twenty five are selected, because the financial statement from each company are complete since 2009-2010. 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 Assets haven't significant negative effect on stock prices. Financial Leverage haven't significant positive effect on stock prices. From this research, it could be concluded that stock price is influenced by Earning per Share The other variables such as Return on Assets and Financial Leverage have no impact to the stock price. And this research result is also show that Earning Per Share, Return on Assets , and Financial Leverage simultaneous affected the stock price of the Consumer Goods company which is registered at Indonesia Stock Exchange.

Keywords: Stock Price, Earning per Share, Return on Assets and Financial Leverage Ratio