

**ANALYSIS FACTOR-FACTOR THAT INFLUENCES STOCK PRICE AT
MANUFACTUR COMPANY FIRMS CONSUMER GOOD INDUSTRY
WHICH ENLIST ON THE INDONESIAN STOCK EXCHANGE**

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ABSTRACT

This study to determine whether there is Return On Asset (ROA), Return On Equity (ROE), Earning Per Share (EPS) and Dividen Payout Ratio (DPR) as an indicator of the company's financial performance to share price. From the financial statements on companies listed on the Indonesia stock Exchange will be calculated how much influence Return On Asset (ROA), Return On Equity (ROE), Earning Per Share (EPS) as Dividen Payout Ratio (DPR) toward stock price at manufactur company.

The population of this research is manufacturing company Consumer Goods Industry and the samples in this study are 12 companies listed on the Indonesian stock Exchange. The data is secondary data in the from of financial statements of the period 2008 until 2010, closing stock price from 2008 until 2010 of their respective companies. The sampling method, where are use purposive sampling. This research was using multiple regression.

Keywords : Return On Asset (ROA), Return On Equity (ROE), Earning Per Share (EPS), Dividen Payout Ratio (DPR) and Stock Price.