

ABSTRAK

Penelitian ini menggunakan metode kausal. Populasi dalam penelitian ini adalah 12 perusahaan otomotif di Bursa Efek Indonesia periode 2009-2016. Teknik pengambilan sampel yang digunakan adalah purposive sampling dan sampel yang diperoleh adalah 4 perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh *Return On Asset* (ROA), *Debt to Equity Ratio*(DER) dan *Earning Per Share* (EPS) terhadap harga saham. Hasil penelitian ini menunjukkan bahwa : (1) *Return On Asset* tidak berpengaruh signifikan terhadap harga saham, (2) *Debt to Equity Ratio* tidak berpengaruh signifikan terhadap harga saham, (3) *Earning Per Share* berpengaruh signifikan terhadap harga saham.

Kata kunci : *Return On Asset*, *Debt to Equity Ratio*, *Earning Per Share* dan Harga Saham



ABSTRACT

The research used causal method. The population in this research was 12 automotive companies in Indonesia Stock Exchange period 2009-2016. The sampling technique used was purposive sampling and samples obtained were 4 companies. The research was about to find the influence Return On Assets (ROA), Debt to Equity Ratio (DER) and Earning Per Share (EPS) of the stock price. The results showed that : (1) Return On Asset no significant affect the stock price, (2) Debt to Equity Ratio no significant affect the stock price, (3) Earning Per Share significant affect the stock price.

Keyword : Return On Asset, Debt to Equity Ratio, Earning Per Share and The Stock Price

