

ABSTRACT

***THE EFFECT OF DEBT TO EQUITY RATIO, PRICE EARNING RATIO,
AND EARNINGS PER SHARE ON THE STOCK PRICE OF PT UNILEVER
INDONESIA TBK***

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Under guidance :

Guide I : Dewi Permata Sari

Guide II : Deasy Lestary Kusnandar

The object of this study was to determine and analyze the factors that affect the Stock Price at PT Unilever Indonesia Tbk. period 2013 -2023, namely through Debt to Equity Ratio, Price Earning Ratio and Earning Per Share. The research method used is the verification method. The data collection technique used was obtained from documentation studies. The analysis tool uses multiple linear regression and the coefficient of determination. The results showed that: (1) Debt to Equity Ratio has a positive effect on Stock Price, (2) Price Earning Ratio has a positive effect on Stock Price; (3) Earning Per Share has a positive effect on Stock Price.

Keywords: Debt to Equity Ratio, Price Earning Ratio, Earning Per Share, stock price

ABSTRAK

PENGARUH *DEBT TO EQUITY RATIO*, *PRICE EARNING RATIO*, DAN *EARNING PER SHARE* TERHADAP HARGA SAHAM PT UNILEVER INDONESIA TBK

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Tujuan penelitian ini untuk mengetahui dan menganalisis faktor-faktor yang memengaruhi Harga Saham pada PT Unilever Indonesia Tbk. periode 2013 -2023 yaitu melalui *Debt to Equity Ratio*, *Price Earning Ratio* dan *Earning Per Share*. Metode penelitian yang digunakan adalah metode verifikatif. Teknik pengumpulan data yang digunakan diperoleh dari studi dokumentasi. Alat analisis menggunakan regresi linier berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) *Debt to Equity Ratio* berpengaruh positif terhadap Harga Saham, (2) *Price Earning Ratio* berpengaruh positif terhadap Harga Saham; (3) *Earning Per Share* berpengaruh positif terhadap Harga Saham.

Kata kunci: *Debt to Equity Ratio*, *Price Earning Ratio*, *Earning Per Share*, Harga Saham