

ABSTRACT

***THE INFLUENCE OF PRICE TO BOOK VALUE AND
EARNINGS PER SHARE ON STOCK RETURNS***

(Research on PT Bank Mega Tbk)

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*The purpose of this study was to know and analyze the Price to Book Value, Earning Per Share, Stock Return, and the influence of Price to Book Value and Earning Per Share on Stock Returns at PT. Bank Mega, Tbk for the 2012-2023 period. The research method used descriptive. This research uses secondary data in the form of company financial reports, the data analysis tool used is multiple linear regression analysis. Based on descriptive analysis, it can be concluded that price to book value tends to increase, while earnings per share and stock returns tend to decrease. From the model test shows that changes in price to book value and earnings per share are able to predict changes in the stock return variable, likewise from hypothesis testing it can be concluded that price to book value and earnings per share influence stock returns at PT Bank Mega Tbk for the 2012- 2023. **Keywords: Price to Book Value, Earning Per Share, Share Return.***

ABSTRAK

PENGARUH *PRICE TO BOOK VALUE* DAN *EARNING PER SHARE* TERHADAP *RETURN SAHAM*

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis bagaimana *Price to Book Value*, *Earning Per Share*, *Return Saham* serta pengaruh, *Price to Book Value* dan *Earning Per Share* terhadap *Return Saham* pada PT. Bank Mega, Tbk periode 2012-2023. Metode penelitian yang digunakan ialah deskriptif. Penelitian ini menggunakan jenis data sekunder berupa laporan keuangan perusahaan, alat analisis data yang digunakan berupa analisis regresi linier berganda. Berdasarkan analisis deskriptif dapat disimpulkan bahwa *price to book value* cenderung mengalami peningkatan, sedangkan *earning per share* dan *retun* saham cenderung mengalami penurunan. Dari uji model menunjukkan perubahan pada *price to book value* dan *earning per share* mampu memprediksi perubahan pada variabel *return* saham, begitu juga dari uji hipotesis dapat disimpulkan bahwa *price to book value* dan *earning per share* berpengaruh terhadap *return* saham pada PT Bank Mega Tbk periode 2012-2023.

Kata Kunci: *Price to Book Value*, *Earning Per Share*, *Return Saham*.