

ABSTRACT

THE EFFECT OF EARNING PER SHARE (EPS) AND PRICE EARNING RATIO (PER) TOWARD STOCK RETURN OF PT. INDOSAT TBK.

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The purpose of this research to determine and analyze the effect of Earning Per Share (EPS) and Price Earning Ratio (PER) to Stock Return of PT Indosat Tbk. The analytical method used in this study is a verification method to see the effect of Earning per Share (EPS) and Price Earning Ratio (PER) on Stock Returns. To analyze the data used is multiple linear regression with the SPSS program. Prior to multiple linear regression analysis, a classical assumption test is used to ensure that the linear regression model used meets the basic assumptions of multiple linear regression analysis. Ten samples were obtained through the purposive sampling technique during the research period from 2012 to 2021. Simultaneously based on the result Earning Per Share (EPS) and Price Earning Ratio (PER) are significant effect to Stock Return. And partially showed that Earning Per Share (EPS) has a positive and significant effect on Stock Return, while Price Earning Ratio (PER) has not significant effect on Stock Return.

Keyword : Earning Per Share (EPS), Price Earning Ratio (PER) and Stock Return