

ABSTRACT

**THE INFLUENCE OF EARNING PER SHARE AND PRICE TO BOOK
VALUE ON STOCK PRICE
(Study At PT Unilever Indonesia Tbk.)**

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The purpose of this study was to determine and analyze Earning Per Share, Price to Book Value, Share Prices and the magnitude of the influence between Earning Per Share and Price to Book Value on Stock Prices at PT Unilever Indonesia Tbk. The data used is secondary data obtained through the Indonesian Stock Exchange Investment Gallery, Faculty of Economics and Business, Siliwangi University. The research method used is a survey sampling method with a quantitative approach, while the sampling method is purposive sampling. Data collection techniques used secondary data through documentation. The analytical tool used is multiple linear regression and the coefficient of determination. Based on the research results, it is known that Earning Per Share has a significant effect on the share price at PT Unilever Indonesia Tbk. and Price to Book Value has a significant effect on share prices at PT Unilever Indonesia Tbk.

Keywords: Earning Per Share, Price to Book Value, Stock Price

ABSTRAK

PENGARUH *EARNING PER SHARE* DAN *PRICE TO BOOK VALUE* TERHADAP HARGA SAHAM (Studi Pada PT Unilever Indonesia Tbk.)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis *Earning Per Share*, *Price to Book Value*, Harga Saham serta besarnya pengaruh antara *Earning Per Share* dan *Price to Book Value* terhadap Harga Saham pada PT Unilever Indonesia Tbk. Data yang digunakan adalah data sekunder yang diperoleh melalui Galeri Investasi Bursa Efek Indonesia Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Metode penelitian yang digunakan adalah metode *survey sampling* dengan pendekatan kuantitatif, sedangkan penarikan sampel menggunakan metode *Purposive Sampling*. Teknik pengumpulan data yang digunakan data sekunder dilakukan melalui dokumentasi. Alat analisis yang digunakan adalah regresi linear berganda dan koefisien determinasi. Berdasarkan hasil penelitian diketahui bahwa *Earning Per Share* berpengaruh signifikan terhadap Harga Saham pada PT Unilever Indonesia Tbk. dan *Price to Book Value* berpengaruh signifikan terhadap Harga Saham pada PT Unilever Indonesia Tbk.

Kata kunci: *Earning Per Share*, *Price to Book Value*, Harga Saham