

ABSTRACT

THE EFFECT OF RETURN ON ASSET (ROA), RETURN ON EQUITY (ROE), RETURN ON INVESTMENT (ROI), AND EARNING PER SHARE (EPS) ON STOCK PRICES AT PT MATAHARI DEPARTEMENT STORE TBK

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One of the investment areas where there is great demand from domestic and foreign investors in the capital market is the form of shares of a public company. The stock price is one measure of stock returns, namely reviewing the value of capital gain as a comparison of the value of shares before and after. The purpose of the study was to determine and analyze the Effect of Return On Asset (ROA), Return On Equity (ROE), Return On Investment (ROI), and Earning Per Share (EPS) on Stock Prices at PT Matahari Departement Store Tbk. In this study, the method used is a verification method with a quantitative approach. The data analysis tools used are path analysis, coefficient of determination and hypothesis testing. The results of the study show that Return On Asset (ROA), Return On Equity (ROE), Return On Investment (ROI), Earning Per Share (EPS), and Stock Price of PT Matahari Departement Store Tbk. In 2014-2023 experienced fluctuations. There is an Effect of Return On Asset (ROA) on the Stock Price of PT Matahari Departement Store Tbk, There is an not Effect of Return On Equity (ROE) on the Stock Price of PT Matahari Departement Store Tbk. There is an not Effect of Return On Investment (ROI) on the Stock Price of PT Matahari Departement Store Tbk and There is an Effect of Earning Per Share (EPS) on the Stock Price of PT Matahari Departement Store Tbk

Keywords: *Return On Asset (ROA), Return On Equity (ROE), Return On Investment (ROI), Earning Per Share (EPS), Stock Price*

ABSTRAK

PENGARUH *RETURN ON ASSET* (ROA), *RETURN ON EQUITY* (ROE), *RETURN ON INVESTMENT* (ROI), DAN *EARNING PER SHARE* (EPS) TERHADAP HARGA SAHAM PADA PT MATAHARI DEPARTEMENT STORE TBK

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Salah satu bidang investasi di mana ada permintaan besar dari investor domestik dan asing di pasar modal adalah bentuk saham perusahaan terbuka. Harga saham merupakan salah satu ukuran dari return saham yaitu meninjau dari nilai capital gain sebagai perbandingan nilai saham sebelum dan sesudah. Tujuan penelitian yang dilakukan untuk mengetahui dan menganalisis Pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE), *Return On Investment* (ROI), Dan *Earning Per Share* (EPS) Terhadap Harga Saham Pada PT Matahari Departement Store Tbk. Dalam penelitian ini, metode yang digunakan adalah metode verifikatif dengan pendekatan kuantitatif. Alat analisis data yang digunakan adalah analisis jalur, koefisien determinasi dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa *Return On Asset* (ROA), *Return On Equity* (ROE), *Return On Investment* (ROI), *Earning Per Share* (EPS), dan Harga Saham PT Matahari Departement Store Tbk. Pada Tahun 2014-2023 mengalami fluktuasi. *Return On Asset* (ROA) berpengaruh terhadap Harga Saham PT Matahari Departement Store Tbk, *Return On Equity* (ROE) tidak berpengaruh terhadap Harga Saham PT Matahari Departement Store Tbk. Pengaruh *Return On Investment* (ROI) tidak berpengaruh terhadap Harga Saham PT Matahari Departement Store Tbk dan *Earning Per Share* (EPS berpengaruh) terhadap Harga Saham PT Matahari Departement Store Tbk

Kata kunci: *Return On Asset* (ROA), *Return On Equity* (ROE), *Return On Investment* (ROI), *Earning Per Share* (EPS), Harga Saham