

ABSTRACT

**THE EFFECT OF EARNING PER SHARE, PRICE TO BOOK VALUE, NET
PROFIT MARGIN AND RETURN ON EQUITY ON STOCK PRICE
EQUITY ON STOCK PRICE
(In Pharmaceutical Companies Listed on the IDX)**

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The decline in stock prices in the pharmaceutical sector, especially from 2021 to 2023, means that the company's prospects are deteriorating, either due to internal problems such as declining profits or external problems such as global economic conditions. The purpose of the study was to determine and analyze the Effect of Earning Per Share, Price to Book Value, Net Profit Margin and Return on Equity on Stock Prices (In Pharmaceutical Companies Listed on the IDX). In this study, the method used is the verification method with a quantitative approach. The data analysis tools used are panel regression data analysis, coefficient of determination and hypothesis testing. The results of the study show that Earning Per Share, Price to Book Value, Net Profit Margin, Return on Equity and Stock Prices in Pharmaceutical Companies Listed on the IDX have increased. Earning Per Share, and Net Profit Margin have no effect on Stock Prices (In Pharmaceutical Companies Listed on the IDX), Price to Book Value and Return on Equity have an effect on Stock Prices (In Pharmaceutical Companies Listed on the IDX)

Keywords: *Earning Per Share, Price to Book Value, Net Profit Margin, Return on Equity, Share Price*

ABSTRAK

PENGARUH *EARNING PER SHARE*, *PRICE TO BOOK VALUE*, *NET PROFIT MARGIN* DAN *RETURN ON EQUITY* TERHADAP HARGA SAHAM (Pada Perusahaan Farmasi Yang Terdaftar Di BEI)

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Adanya penurunan harga saham di sektor farmasi khususnya tahun 2021 sampai 2023, artinya prospek perusahaan memburuk, baik karena masalah internal seperti penurunan laba atau eksternal seperti kondisi ekonomi global. Tujuan penelitian yang dilakukan untuk mengetahui dan menganalisis Pengaruh *Earning Per Share*, *Price to Book Value*, *Net Profit Margin* Dan *Return on Equity* Terhadap Harga Saham (Pada Perusahaan Farmasi Yang Terdaftar Di BEI). Dalam penelitian ini, metode yang digunakan adalah metode verifikatif dengan pendekatan kuantitatif. Alat analisis data yang digunakan adalah analisis regresi data panel, koefisien determinasi dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa *Earning Per Share*, *Price to Book Value*, *Net Profit Margin*, *Return on Equity* dan Harga Saham Pada Perusahaan Farmasi Yang Terdaftar Di BEI mengalami fluktuasi. *Earning Per Share*, dan *Net Profit Margin* tidak berpengaruh terhadap Harga Saham (Pada Perusahaan Farmasi Yang Terdaftar Di BEI), *Price to Book Value* Dan *Return on Equity* berpengaruh terhadap Harga Saham (Pada Perusahaan Farmasi Yang Terdaftar Di BEI)

Kata kunci: *Earning Per Share*, *Price to Book Value*, *Net Profit Margin*, *Return on Equity*, Harga Saham