

ABSTRAK

Penelitian dengan judul “Analisis Pengaruh Return On Assets (ROA), Return On Equity (ROE) dan Earning Per Share (EPS) Terhadap Harga Saham Pada Industri Subsektor Properti dan Real Estate di Bursa Efek Indonesia (BEI) Periode 2018-2020 bertujuan untuk menganalisis dan mengetahui pengaruh *Return On Assets* (ROA), *Return On Equity* (ROE) dan *Earning Per Share* (EPS) baik secara simultan maupun parsial terhadap harga saham pada Industri Sektor Properti dan Real Estate di BEI periode 2018-2020. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel objek penelitian sebanyak 13 perusahaan selama periode 2018-2020. Alat analisis yang digunakan adalah regresi linear berganda dengan bantuan aplikasi SPSS 26.0. Hasil penelitian menunjukkan bahwa: 1) Variabel *Return On Assets* (ROA) berpengaruh positif signifikan terhadap harga saham. 2) Variabel *Return On Equity* (ROE) tidak berpengaruh terhadap harga saham. 3) Variabel *Earning Per Share* (EPS) berpengaruh positif signifikan terhadap harga saham. 4) Variabel *Return On Assets* (ROA), *Return On Equity* (ROE) dan *Earning Per Share* (EPS) secara simultan berpengaruh signifikan terhadap harga saham.

Kata Kunci: *Return On Assets* (ROA), *Return On Equity* (ROE), *Earning Per Share* (EPS), Harga Saham

ABSTRACT

Research entitled "Analysis of the Influence of Return On Assets (ROA), Return On Equity (ROE) and Earning Per Share (EPS) on Stock Prices in the Property and Real Estate Subsector Industry on the Indonesia Stock Exchange (IDX) for the 2018-2020 period aims to analyze and determine the effect of Return On Assets (ROA), Return On Equity (ROE) and Earning Per Share (EPS) both simultaneously and partially on stock prices in the Property and Real Estate Sector Industry on the IDX for the 2018-2020 period. This study uses a quantitative approach with a sample of 13 research objects during the 2018-2020 period. The analytical tool used is multiple linear regression with the help of the SPSS 26.0 application. The results of the study show that: 1) The variable Return On Assets (ROA) has a significant positive effect on stock prices. 2) Variable Return On Equity (ROE) has no effect on stock prices. 3) Earning Per Share (EPS) variable has a significant positive effect on stock prices. 4) The variables Return On Assets (ROA), Return On Equity (ROE) and Earning Per Share (EPS) simultaneously have a significant effect on stock prices.

Keyword: *Return On Assets (ROA), Return On Equity (ROE), Earning Per Share (EPS), Stock Price*