

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE), dan *Earning Per Share* (EPS) terhadap harga saham. Sampel dalam penelitian ini sebanyak 9 sampel perusahaan yang diperoleh dengan menggunakan metode *purposive sampling* dari perusahaan transportasi yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2014-2017. Metode analisis yang digunakan yaitu regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa (a) *Return On Asset* (ROA) tidak berpengaruh terhadap harga saham, artinya kemampuan perusahaan dalam menghasilkan laba dengan memanfaatkan asetnya belum mampu menjadi acuan investor untuk menilai pengelolaan perusahaan, (b) *Return On Equity* (ROE) tidak berpengaruh terhadap harga saham, artinya kemampuan perusahaan dalam menghasilkan laba dengan memanfaatkan modalnya belum mampu menjadi acuan investor untuk menilai pengelolaan perusahaan, (c) *Earning Per Share* (EPS) berpengaruh positif terhadap harga saham, artinya kemampuan perusahaan dalam menghasilkan laba per lembar saham mampu meningkatkan harga saham perusahaan.

Kata kunci: *Return On Asset* (ROA), *Return On Equity* (ROE), *Earning Per Share* (EPS), harga saham.



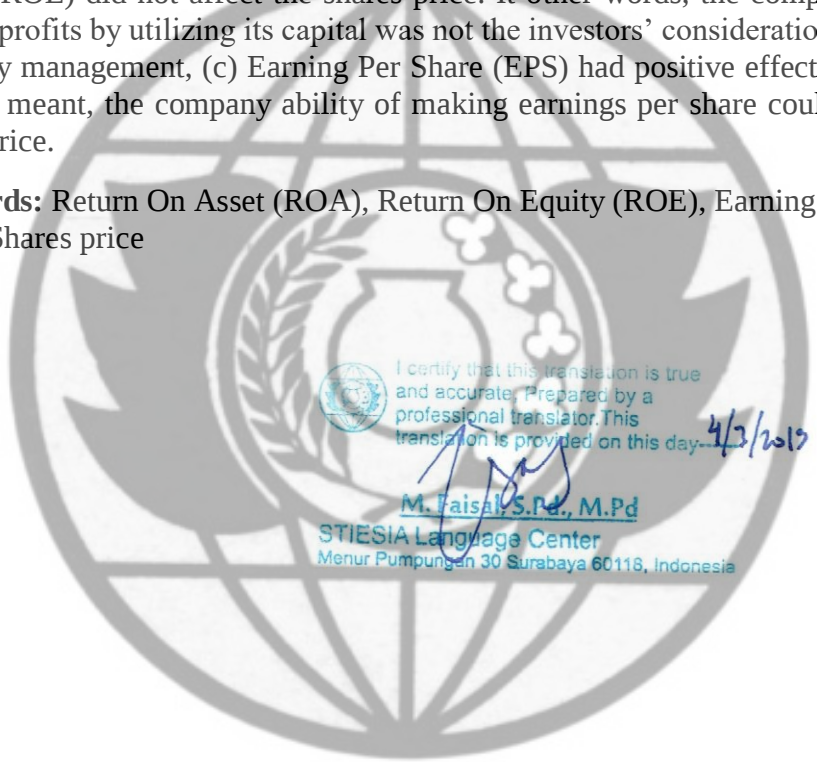
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ABSTRACT

This research aims to examine the effect of Return On Asset (ROA), Return On Equity (ROE) and Earning Per Share (EPS) on the shares price. While, the data collection technique used purposive sampling, in which there nine transportation companies which were listed on Indonesia Stock Exchange (IDX) 2014-2017. Moreover, the data analysis technique used multiple linear regression.

The research result concluded (a) Return On Assets (ROA) did not affect the shares price. It meant, the company ability of making profits by utilizing its assets was not the investors' consideration of assessing company management, (b) Return On Equity (ROE) did not affect the shares price. It other words, the company ability of making profits by utilizing its capital was not the investors' consideration of assessing company management, (c) Earning Per Share (EPS) had positive effect on the shares price. It meant, the company ability of making earnings per share could increase its shares price.

Keywords: Return On Asset (ROA), Return On Equity (ROE), Earning Per Share (EPS), Shares price



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