

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari *Dividend Per Share* (DPS), *Earning Per Share* (EPS), dan *Return on Asset* (ROA) terhadap Harga Saham pada Perusahaan Perdagangan yang terdaftar di Bursa Efek Indonesia (BEI) selama 2017 – 2019.

Jenis penelitian ini adalah penelitian kuantitatif dan data yang digunakan adalah data sekunder. Populasi pada penelitian ini merupakan perusahaan sektor perdagangan yang terdaftar di Bursa Efek Indonesia (BEI) pada periode tahun 2017 – 2019 yang berjumlah 66 perusahaan. Agar populasi menjadi homogen, maka peneliti menggunakan beberapa kriteria sehingga perusahaan yang dipilih menjadi 10 perusahaan. Metode analisis yang dipakai dalam penelitian ini adalah analisis regresi linier berganda dengan program SPSS 25.

Hasil penelitian menyatakan bahwa *dividend per share* (DPS) berpengaruh positif dan signifikan terhadap harga saham, *earning per share* (EPS) berpengaruh positif dan signifikan terhadap harga saham, dan *return on asset* (ROA) berpengaruh negatif dan tidak signifikan terhadap harga saham.

Kata Kunci: *dividend per share, earning per share, return on asset, harga saham.*

ABSTRACT

This research aimed to find out the effect of Dividend Per Share (DPS), Earning Per Share (EPS), and Return On Asset (ROA) on stock price of Trade Companies which were listed on Indonesia Stock Exchange (IDX) during 2017- 2019.

The research was quantitative, while the data were secondary. Moreover, the population for the research was 66 Trade Companies which were listed on Indonesia Stock Exchange (IDX) during 2017-2019. Meanwhile, in order to have a homogen population, there were some criteria that needed to be considered. In line with that, there were 10 companies as the sample. Additionally, the data analysis technique used multiple linear regression with SPSS 25.

The research result concluded that Dividend Per Share (DPS) had a positive and significant effect on stock price. Likewise, Earning Per Share (EPS) had a positive and significant effect on stock price. On the other hand, Return On Asset (ROA) had a negative and insignificant effect on stock price.

Keywords: dividend per share, earning per share, return on asset, stock price.



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