

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh profitabilitas dan *earning per share* terhadap Harga Saham. Dalam penelitian ini, rasio profitabilitas diukur dengan *return on asset*, *return on equity*, *return on investment*, dan rasio *earning per share* diukur dengan pendapatan setelah pajak dibagi jumlah saham yang beredar. Sedangkan harga saham diukur dengan harga penutupan per tahun.

Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan kausal komparatif untuk mengetahui hubungan sebab akibat antara dua variabel atau lebih. Sampel yang digunakan adalah perusahaan tekstil dan garmen yang terdaftar di Bursa Efek Indonesia (BEI) periode 2018-2020. Penelitian ini menggunakan metode *purposive sampling*, yaitu menentukan sampel berdasarkan kriteria-kriteria yang telah ditetapkan. Berdasarkan metode *purposive sampling* populasi yang diperoleh, yaitu sebesar 33 sampel dari 11 perusahaan manufaktur sub sektor tekstil dan garmen. Metode analisis dalam penelitian adalah analisis linier berganda dengan menggunakan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa *return on asset* berpengaruh positif dan tidak signifikan terhadap harga saham, *return on equity* berpengaruh positif dan signifikan terhadap harga saham, *return on invesment* berpengaruh negatif dan signifikan terhadap harga saham, sedangkan *earning per share* berpengaruh positif dan signifikan terhadap harga saham.

Kata kunci: ROA, ROE, ROI, EPS, Harga Saham

ABSTRACT

This research aimed to examine the effect of profitability and Earning Per Share (EPS) on the stock price. While the profitability was measured by Return On Asset (ROA), Return On Equity (ROE), Return On Investment (ROI), and Earning Per Share (EPS) was measured by income after tax which was measured by the number of shared stock. Meanwhile, the stock price was measured by the closing price per year.

The research was quantitative with causal-comparatives as its approach. The approach was used to find out the cause and effect relationship between two variables or more. Moreover, the population was Textile and Garment manufacturing companies which were listed on Indonesia Stock Exchange (IDX) from 2018-to 2020. Furthermore, the data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 33 samples from 11 Textile and Garment manufacturing companies. Additionally, the data analysis technique used multiple linear analyses with SPSS 26.

The research result concluded that ROA had a positive but insignificant effect on the stock price. On the other hand, ROE had a positive and significant effect on the stock price. In contrast, ROI had a negative and significant effect on the stock price. On the contrary, EPS had a positive and significant effect on the stock price.

Keywords: ROA, ROE, ROI, EPS, Stock Price



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11/April 22

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