

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *Debt To Equity Ratio* (DER), *Return On Assets* (ROA), dan *Earning Per Share* (EPS) terhadap harga saham perusahaan kosmetik yang terdaftar di BEI selama periode 2017-2022.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian kausal komparatif. Perusahaan kosmetik yang terdaftar di BEI sebagai populasi dalam penelitian ini. Pengambilan sampel menggunakan metode *purposive sampling* yaitu teknik pengambilan sampel berdasarkan pertimbangan tertentu dari anggota populasi. Berdasarkan metode yang ditentukan telah didapatkan sampel sebanyak 6 perusahaan. Data penelitian diambil selama 6 tahun, yaitu tahun 2017 – 2022, sehingga diperoleh 36 data diolah. Metode analisis data menggunakan regresi linear berganda dengan bantuan aplikasi SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa *Debt To Equity Ratio* berpengaruh negatif dan tidak signifikan terhadap harga saham. *Return On Assets* berpengaruh positif dan signifikan terhadap harga saham, dan *Earning Per Share* berpengaruh positif dan signifikan terhadap harga saham.

Kata kunci: *Debt To Equity Ratio*, *Return On Assets*, *Earning Per Share*, harga saham

## ABSTRACT

*This research aimed to find out and examine the effect of Debt to Equity Ratio (DER), Return On Asset (ROA), and Earnings Per Share (EPS) on the stock price of the cosmetic companies listed on the IDX during 2017-2022.*

*The research was causal-comparative with a quantitative approach. The population was cosmetic companies listed on IDX. Furthermore, the data collection technique used purposive sampling i.e., a sample collection technique based on the determined consideration from the population members. In line with that, there were 6 cosmetic companies as the sample. Moreover, the data were taken for 6 years (2017-2022). In total, there were 36 data samples. The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 25 version.*

*The result indicated that Debt to Equity Ratio had a negative and insignificant effect on the stock price. However, Return On Asset had a positive and significant on the stock price. Likewise, Earnings Per Share had a positive and significant effect on the stock price.*

**Keywords:** *Debt to Equity Ratio, Return On Asset, Earnings Per Share, Stock Price*

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