

ABSTRAK

Silvia Gusti Anggrainy. 210211100105. Pengaruh *Divident Payout Ratio*, *Earning Per Share*, Dan *Price Book Value* Terhadap Harga Saham Dengan *Return On Asset* Sebagai Variabel Moderasi Pada Industri Kosmetik Yang Terdaftar Di Bursa Efek Indonesia Periode 2019 – 2023. Dibawah bimbingan R. Gatot Heru Pranjoto, S.E., M.M.

Perkembangan dunia usaha di era globalisasi saat ini menunjukkan betapa pentingnya pasar global dalam menopang perekonomian suatu negara, terutama pada negara yang menganut sistem ekonomi berorientasi pasar. Tujuan penelitian ini adalah untuk mengetahui pengaruh *Divident Payout Ratio* (DPR), *Earning Per Share* (EPS), dan *Price Book Value* (PBV) terhadap harga saham dengan *Return On Asset* (ROA) sebagai variabel moderasi pada Industri Kosmetik yang terdaftar di Bursa Efek Indonesia periode 2019 – 2023. Penelitian ini menggunakan pendekatan kuantitatif. Populasi yang dipilih sejumlah 7 perusahaan. Pada penelitian ini, penentuan sampel yang digunakan adalah metode *purposive sampling* sebanyak 7 perusahaan terpilih sebagai sampel penelitian. Hasil penelitian diperoleh DPR dan EPS berpengaruh negative dan signifikan terhadap harga saham. PBV berpengaruh positif dan signifikan terhadap harga saham. DPR tidak mampu memoderasi terhadap harga saham. EPS dan PBV mampu memoderasi terhadap harga saham.

Kata kunci: *Dividend Payout Ratio*, *Earning Per Share*, *Price Book Value*, Harga saham, *Return On Asset*.

ABSTRAC

Silvia Gusti Anggrainy. 210211100105. The Effect of Dividend Payout Ratio, Earning Per Share, and Price Book Value on Stock Prices with Return on Assets as a Moderating Variable in the Cosmetics Industry Listed on the Indonesia Stock Exchange in the 2019 – 2023 Period. Undre the guidance of R. Gatot Heru Pranjoto, S.E., M.M.

The development of the business world in the current era of globalization shows how important the global market is in supporting a country's economy, especially in countries that adopt a market-oriented economic system. The purpose of this study is to determine the effect of Dividend Payout Ratio (DPR), Earning Per Share (EPS), and Price Book Value (PBV) on stock prices with Return On Asset (ROA) as a moderating variable in the Cosmetics Industry listed on the Indonesia Stock Exchange for the period 2019 - 2023. This study uses a quantitative approach. The selected population is 7 companies. In this study, the determination of the sample used is the purposive sampling method of 7 selected companies as research samples. The results of the study obtained DPR and EPS have a negative and significant effect on stock prices. PBV has a positive and significant effect on stock prices. DPR is unable to moderate stock prices. EPS and PBV are able to moderate stock prices.

Keywords: *Dividend Payout Ratio, Earning Per Share, Price Book Value, Stock price, Return On Asset.*