

ABSTRAK

Penelitian ini bertujuan untuk mengkaji *Return On Asset*, *Debt to Equity Ratio*, dan *Earning Per Share*, terhadap *Return Saham* pada Perusahaan *Multifinance* periode 2019-2023. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi yang terdiri 14 perusahaan. Sebanyak 13 sampel dipilih menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Jenis data yang digunakan adalah data panel. Sumber data yang digunakan adalah data sekunder berupa data laporan keuangan perusahaan *multifinance* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2019-2023. Analisis data dilakukan dengan alat SPSS 25. Hasil penelitian menunjukkan: *Return On Asset* secara parsial tidak memiliki pengaruh yang signifikan terhadap return saham, *Debt to Equity Ratio* secara parsial tidak memiliki pengaruh yang signifikan terhadap return saham, *Earning Per Share* secara parsial memiliki pengaruh yang signifikan terhadap return saham, secara simultan *Return On Asset*, *Debt to Equity Ratio*, dan *Earning Per Share*, berpengaruh terhadap *Return Saham* pada perusahaan *multifinance* yang tercatat di Bursa Efek Indonesia (BEI) selama periode 2019-2023.

Kata kunci : *Return On Asset*, *Debt to Equity Ratio*, *Earning Per Share*, dan *Return Saham*

ABSTRACT

This research aims to examine the Return On Asset, Debt to Equity Ratio, and Earning Per Share, on Stock Returns in Multifinance Companies during the period 2019-2023. This study uses a quantitative approach with a population consisting of 14 companies. A total of 13 samples were selected using a non-probability sampling technique with purposive sampling method. The type of data used is panel data. The data source used is secondary data in the form of financial statement data from multifinance companies listed on the Indonesia Stock Exchange (IDX) for the period 2019-2023. Data analysis was conducted using SPSS 25. The results of the study showed: Return On Asset partially does not have a significant effect on stock returns, Debt to Equity Ratio partially does not have a significant effect on stock returns, Earning Per Share partially has a significant effect on stock returns, simultaneously Return On Asset, Debt to Equity Ratio, and Earning Per Share On Stock Return At the Multifinance Company listed on the Indonesia Stock Exchange for the period 2019-2023.

Keywords: Return On Asset, Debt to Equity Ratio, Earning Per Share, dan Return Saham