

ABSTRAK

Sebenarnya, telah banyak penelitian mengenai rasio-rasio yang mempengaruhi harga saham dalam Bursa Efek Indonesia (BEI) yang telah dilakukan oleh peneliti sebelumnya. Tetapi, dari beberapa hasil penelitian terdahulu ditemukan hasil yang tidak konsisten antara penelitian-penelitian terdahulu dan belum terdapat penelitian yang khusus untuk meneliti sektor barang konsumen primer. Sehingga, peneliti tertarik untuk melakukan penelitian dengan judul : “Pengaruh EPS, PER, ROA, ROE, DER, dan CR terhadap harga saham yang terdaftar di ISSI sektor barang konsumen primer periode 2017-2020”. Penelitian ini dilakukan untuk mengetahui apakah EPS, PER, ROA, ROE, DER, dan CR berpengaruh terhadap harga saham yang terdaftar di ISSI sektor barang konsumen primer periode 2017-2020 baik secara parsial maupun simultan.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling* atau *judgmental sampling*. Teknik analisa pada penelitian ini menggunakan regresi linear berganda dengan menggunakan *software* IBM SPSS 25.

Hasil penelitian menunjukkan bahwa secara simultan variabel *Earning Per Share* (EPS), *Price Earning Ratio* (PER), *Return On Assets* (ROA), *Return On Equity* (ROE), *Debt To Equity Ratio* (DER) dan *Current Ratio* (CR) berpengaruh terhadap harga saham. Sedangkan secara parsial, variabel *Earning Per Share* (EPS), *Price Earning Ratio* (PER) dan *Debt To Equity Ratio* (DER) secara parsial tidak berpengaruh terhadap harga saham, serta variabel *Return On Assets* (ROA), *Return On Equity* (ROE) dan *Current Ratio* (CR) secara parsial berpengaruh terhadap harga saham.

Kata Kunci : *Earning Per Share* (EPS), *Price Earning Ratio* (PER), *Return On Assets* (ROA), *Return On Equity* (ROE), *Debt To Equity Ratio* (DER), *Current Ratio* (CR), Harga Saham, ISSI dan Sektor Barang Konsumen Primer.

ABSTRACT

Actually, there have been many studies on the ratios that affect stock prices on the Indonesia Stock Exchange (IDX) that have been carried out by previous researchers. However, from the results of several previous studies, inconsistent results were found between previous studies and there was no specific research to examine the primary consumer goods sector. Thus, researchers are interested in conducting research with the title: "The influence of EPS, PER, ROA, ROE, DER, and CR on stock prices listed on ISSI in the primary consumer goods sector for the period 2017-2020". This study was conducted to determine whether EPS, PER, ROA, ROE, DER, and CR affect stock prices listed on ISSI in the primary consumer goods sector for the 2017-2020 period, either partially or simultaneously.

The type of research used in this research is quantitative research. The sampling technique in this study used purposive sampling or judgmental sampling. The analysis technique in this study uses multiple linear regression using IBM SPSS 25 software.

The results showed that simultaneously the *Earning Per Share* (EPS), *Price Earning Ratio* (PER), *Return On Assets* (ROA), *Return On Equity* (ROE), *Debt To Equity Ratio* (DER) and *Current Ratio* (CR) variables had an effect on stock price. While partially, the *Earning Per Share* (EPS), *Price Earning Ratio* (PER) and *Debt To Equity Ratio* (DER) variables partially have no effect on stock prices, as well as the *Return On Assets* (ROA), *Return On Equity* (ROE) and *Current Ratio* (CR) partially affects stock prices.

Keywords : *Earning Per Share* (EPS), *Price Earning Ratio* (PER), *Return On Assets* (ROA), *Return On Equity* (ROE), *Debt To Equity Ratio* (DER), *Current Ratio* (CR), Stock Price, ISSI and Primary Consumer Goods Sector.