

ABSTRACT

The Effect of Return on Assets, Return on Equity, and Debt to Equity Ratio on Share Return (Study of the Company Pharmaceutical and Health Research Companies Listed on the Indonesia Stock Exchange 2018 - 2023).

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Stock returns on Pharmaceutical and Health Research companies listed on the Indonesia Stock Exchange in 2018 -2023 experienced fluctuations which indicate that the Pharmaceutical and Health Research stock market is in an unstable condition. The fundamental factors of the company are one of the factors that affect the level of return. Some fundamental factors include Return on Assets, Return on Equity, and Debt to Equity Ratio. In this study, researchers will test whether Return on Assets, Return on Equity, and Debt to Equity Ratio affect stock returns. This research uses quantitative methods with the object of research of Pharmaceutical and Health Research companies listed on the Indonesia Stock Exchange in 2018 - 2023. The data from this study uses secondary data obtained from the official website of the Indonesia Stock Exchange (BEI) (<https://www.idx.co.id>) as a determinant of samples and data. Researchers also use the official website of Bank Indonesia (<https://www.bi.go.id>) and Yahoo Finance (<https://yahoo.com>). This research uses purposive sampling technique. The data analysis technique used in this research is panel data regression analysis using Eviews 12 software. Based on the results of the analysis of the research, it was found that Return on Assets, Return on Equity, and Debt to Equity Ratio together had an effect on stock returns. Meanwhile, Return on Assets, Return on Equity, and Debt to Equity Ratio do not significantly affect stock returns.

Keywords: *Return on Assets, Return on Equity, Debt to Equity Ratio, and Stock Return*