

ABSTRACT

THE EFFECT OF ROA, ROE, EPS ON STOCK PRICES OF CONSUMER GOODS INDUSTRY COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE

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The war between the US and China has had a major trade impact on the world economy. There is no economy in Indonesia, especially in the consumer goods sector, which causes stock prices to become unstable. By using various valuation efforts to see if the selected stock is a stock that will benefit investors in the future. In this study, there are three fundamental analyzes used to assess whether fundamental analysis has an effect on stock prices, namely return on assets (ROA), return on equity (ROE), and earnings per share (EPS). The results of this study indicate that simultaneously return on assets, return on equity, and earnings per share have a significant effect on stock prices. This is evidenced by the value of the prob (F-statistics) of $0.000000 > 0.05$ (error). Partially shows that ROA has a significant negative effect on stock prices, as seen in the t-count value contained in the independent variable return on assets is -2.557276 and with a probability value of 0.0128 . ROE has a significant negative effect on stock prices, as seen in the t-count value contained in the independent variable return on equity is -5.784367 and with a probability value of 0.0000 . And EPS has a significant positive effect on stock prices, as seen in the t-count value contained in the independent variable earning per share is 2.004167 and with a probability value of 0.0491 . So that EPS can be considered as a consideration for investors in making decisions to invest.

Keywords: return on assets, return on equity, dan earning per share

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