

## ABSTRACT

### ***INFLUENCE OF ROA, ROE, AND EPS ON STOCK PRICE (Study of the Cosmetics and Home Use Subsectors Listed on the Indonesia Stock Exchange Period 2017 - 2022)***

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*The problem raised in this research is what is the influence of return on assets (ROA), return on equity (ROE), and earnings per share (EPS) on stock prices in the cosmetics and household goods subsectors. This research uses a quantitative approach and associative research. The data source used is secondary data. The population used is cosmetics and household goods subsector companies listed on the Indonesian stock exchange. The sampling technique uses a purposive sampling method and uses panel data regression analysis using Eviews 12. The population used in this research is cosmetics and household goods subsector companies listed on the Indonesian stock exchange in 2017-2022. The results of this research are 1) ROA influences share prices in cosmetics and household goods subsector companies listed on the Indonesian stock exchange in 2019-2022. 2) ROE has no effect on share prices in cosmetics and household goods subsector companies listed on the Indonesian stock exchange in 2019-2022. 3) EPS has no effect on share prices in cosmetics and household goods subsector companies listed on the Indonesian stock exchange in 2019-2022.*

**Keywords:** *ROA, ROE, EPS, Stock Price.*