

**PENGARUH DEBT TO EQUITY RATIO, DAN RETURN ON ASSET,  
SERTA RETURN ON EQUITY TERHADAP HARGA SAHAM PT.  
UNILEVER INDONESIA Tbk YANG TERDAFTAR PADA BURSA EFEK  
INDONESIA PERIODE 2015-2022**

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**Abstrak**

Penelitian ini dilakukan dengan tujuan untuk mengetahui bagaimana pengaruh *debt to equity ratio*, *return on asset*, dan *return on equity* terhadap harga saham PT. Unilever Indonesia Tbk periode 2015-2022 secara parsial maupun secara simultan. Desain yang di pakai dalam penelitian ini adalah asosiatif kausal. Subjek dalam penelitian ini adalah PT. Unilever Indonesia Tbk, dan objek penelitian adalah *debt to equity ratio*, *return on asset*, dan *return on equity*, serta harga saham. Data yang digunakan merupakan data sekunder yang di analisis dengan pengujian asumsi klasik dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial *debt to equity ratio* berpengaruh *negative* terhadap harga saham dengan nilai signifikan  $0,000 < 0,05$ , *return on asset* berpengaruh *negative* terhadap harga saham dengan nilai signifikan  $0,035 < 0,05$ , *return on equity* berpengaruh *positif* terhadap harga saham dengan nilai signifikan  $0,001 < 0,05$ . Secara simultan *debt to equity ratio*, *return on asset*, dan *return on equity* berpengaruh signifikan terhadap harga saham.

**Kata Kunci:** *Debt to Equity Ratio, Return on Asset, Return on Equity, Harga Saham*

## **Abstract**

*The initial audit was carried out with the aim of finding out how the debt to equity ratio, return on assets, and return on equity influence the share price of PT. Unilever Indonesia Tbk perriroder 2015-2022 partially or simultaneously. The rationale used in this analysis is causal association. The subject in this report is PT. Unilever Indonesia Tbk, and the objects of inquiry are debt to equity ratio, return on assets, and return on equity, as well as share prices. The data used is secondary data which was analyzed using classical assumption testing and multiple linear regression analysis. The results of the analysis show that in part the ratio of the statement to equity has a negative influence on stock prices with zero confirmation of  $0.000 < 0.05$ , the return on assets has a significant influence on share prices with zero confirmation of  $0.035 < 0.05$ , the return on demand has an influence on post interest on stock prices waterless sirgnirfirkan  $0.001 < 0.05$ . Simultaneously, the rate of return on assets, return on assets, and return on equity have a significant influence on stock prices.*

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

