

**ANALISIS *PROFIT MARGIN*, *PRICE EARNING RATIO* DAN *EARNING PER SHARE*
TERHADAP *RETURN ON INVESTMENT* PADA PERUSAHAAN SUB SEKTOR
ROKOK TAHUN 2019-2023**

Oleh

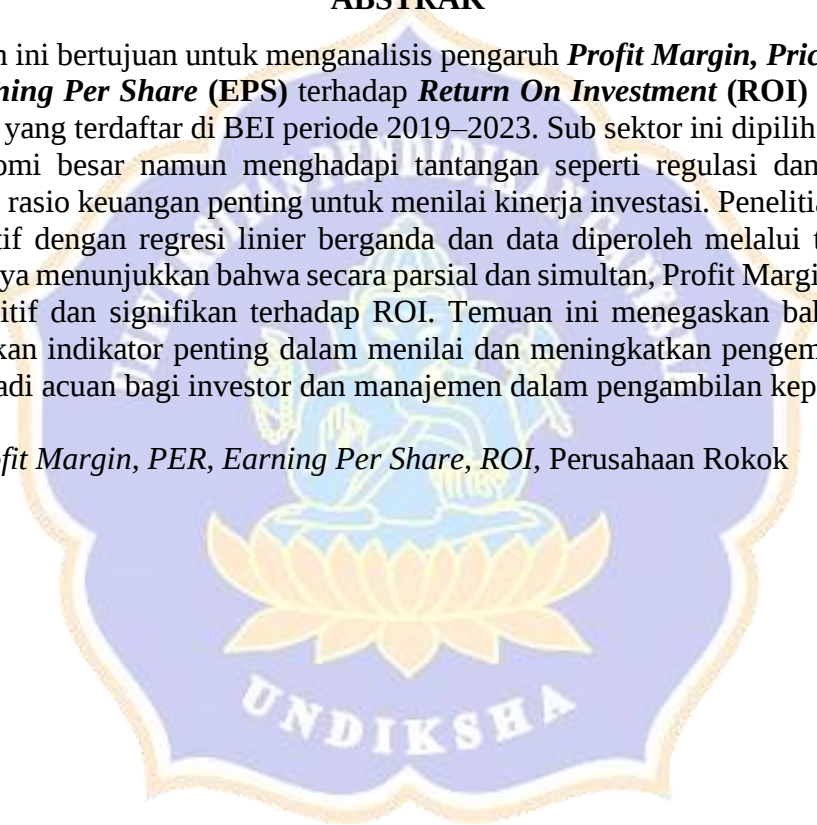
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Profit Margin*, *Price Earning Ratio (PER)*, dan *Earning Per Share (EPS)* terhadap *Return On Investment (ROI)* pada perusahaan sub sektor rokok yang terdaftar di BEI periode 2019–2023. Sub sektor ini dipilih karena memiliki kontribusi ekonomi besar namun menghadapi tantangan seperti regulasi dan tekanan sosial, sehingga analisis rasio keuangan penting untuk menilai kinerja investasi. Penelitian menggunakan metode kuantitatif dengan regresi linier berganda dan data diperoleh melalui teknik purposive sampling. Hasilnya menunjukkan bahwa secara parsial dan simultan, Profit Margin, PER, dan EPS berpengaruh positif dan signifikan terhadap ROI. Temuan ini menegaskan bahwa ketiga rasio tersebut merupakan indikator penting dalam menilai dan meningkatkan pengembalian investasi, serta dapat menjadi acuan bagi investor dan manajemen dalam pengambilan keputusan keuangan yang lebih tepat.

Kata kunci: *Profit Margin*, *PER*, *Earning Per Share*, *ROI*, Perusahaan Rokok



**ANALYSIS OF PROFIT MARGIN, PRICE EARNING RATIO AND EARNING PER
SHARE ON RETURN ON INVESTMENT IN CIGARETTE SUB-SECTOR COMPANIES IN
2019-2023**

By

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ABSTRACT

This study aims to analyze the effect of Profit Margin, Price Earning Ratio (PER), and Earning Per Share (EPS) on Return on Investment (ROI) in cigarette sub-sector companies listed on the Indonesia Stock Exchange (IDX) for the 2019–2023 period. This sub-sector was chosen because it has a significant economic contribution but faces challenges such as regulation and social pressure, making financial ratio analysis crucial for assessing investment performance. The study used a quantitative method with multiple linear regression and data were obtained through purposive sampling. The results show that partially and simultaneously, Profit Margin, PER, and EPS have a positive and significant effect on ROI. This finding confirms that these three ratios are important indicators in assessing and improving investment returns, and can serve as a reference for investors and management in making more appropriate financial decisions.

Kata kunci: Profit Margin, PER, Earning Per Share, ROI, cigarette company

