PENGARUH *EARNING PER SHARE, RETURN ON EQUTY,* DAN *DEBT TO EQUITY RATIO* TERHADAP HARGA SAHAM PADA SUB SEKTOR TOBBACO YANG TERDAFTAR DI BURSA EFEK INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Earning Per Share* (EPS), *Return On Equity* (ROE), dan *Debt to Equity Ratio* (DER) terhadap harga saham pada perusahaan sub sektor *tobacco* yang terdaftar di Bursa Efek Indonesia (BEI). Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Data yang digunakan merupakan data sekunder yang diperoleh dari laporan keuangan perusahaan sub sektor *tobacco* periode tahun 2022–2025. Teknik pengambilan sampel menggunakan *purposive sampling* sehingga diperoleh tiga perusahaan sebagai sampel penelitian. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan terlebih dahulu melakukan uji asumsi klasik yang meliputi uji normalitas, multikolinearitas, heteroskedastisitas, dan autokorelasi. Hasil penelitian menunjukkan bahwa secara simultan EPS, ROE, DER berpengaruh signifikan terhadap harga saham. Secara parsial, EPS berpengaruh positif dan signifikan terhadap harga saham. ROE berpengaruh negatif dan signifikan terhadap harga saham. DER berpengaruh positif dan signifikan terhadap harga saham. Variabel yang paling dominan memengaruhi harga saham adalah EPS karena memiliki nilai standardized beta terbesar.

Kata Kunci: *Earning Per Share, Return On Equity, Debt to Equity Ratio*, Harga Saham, Sub *Sektor Tobacco*.

THE EFFECT OF EARNINGS PER SHARE, RETURN ON EQUITY, AND DEBT TO EQUITY RATIO ON STOCK PRICES IN THE TOBACCO SUB-SECTOR LISTED ON THE INDONESIA STOCK EXCHANGE

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ABSTRACT

This study aims to analyze the effect of Earnings Per Share (EPS), Return on Equity (ROE), and Debt to Equity Ratio (DER) on stock prices of tobacco sub-sector companies listed on the Indonesia Stock Exchange (IDX). This study employs a quantitative approach with a causal research design. The data used are secondary data obtained from the financial statements of tobacco sub-sector companies for the 2022–2025 period. The sampling technique used is purposive sampling, resulting in three companies being selected as research samples. The data analysis method used is multiple linear regression analysis, preceded by classical assumption tests, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The results show that EPS, ROE, and DER simultaneously have a significant effect on stock prices. Partially, EPS has a positive and significant effect on stock prices. ROE has a negative and significant effect on stock prices. DER has a positive and significant effect on stock prices. The most dominant variable affecting stock prices is EPS, as it has the largest standardized beta value.

Keywords: *Earnings Per Share, Return on Equity, Debt to Equity Ratio, Stock Price, Tobacco Sub-Sector.*