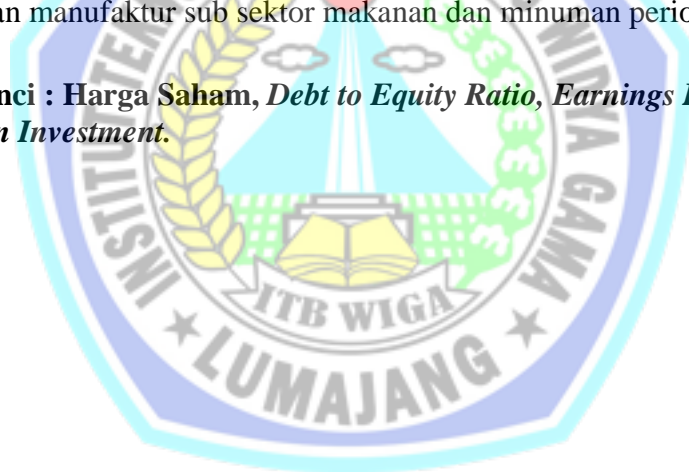# ABSTRAK

Harga saham menjadi sebuah indikator keberhasilan dalam mengelola perusahaan yang menerbitkan saham. Mengutip pada laman Otoritas Jasa Keuangan (OJK), ada beberapa faktor penyebab terjadinya fluktuasi harga saham pada suatu perusahaan yaitu, faktor eksternal dan faktor internal. Variabel-variabel yang digunakan dalam mengungkap pengukuran harga saham adalah *Debt to Equity Ratio* (DER), *Earning Per Share* (EPS), dan *Return On Investment* (ROI), ketiga variabel tersebut digunakan sebagai penilaian kinerja perusahaan dalam analisis fundamental. Penelitian ini bertujuan untuk menganalisis pengaruh *Debt to Equity Ratio, Earning Per Share,* dan *Return On Investment* Terhadap Harga Saham (Pada Perusahaan Manufaktur Sub Sektor Makanan dan Minuman di Bursa Efek Indonesia Periode 2019-2020). Penelitian ini bersifat kuantitatif dengan sampel yang berjumlah 30 perusahaan. Metode analisis yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *Earning per Share* berpengaruh signifikan terhadap harga saham perusahaan manufaktur sub sektor makanan dan minuman periode 2019-2020, sedangkan *Debt to Equity Ratio* dan *Return On Investment* tidak berpengaruh signifikan terhadap harga saham perusahaan manufaktur sub sektor makanan dan minuman periode 2019-2020.

Kata Kunci : Harga Saham, *Debt to Equity Ratio, Earnings Per Share, Return on Investment.*

ABSTRACT

The stock price is an indicator of success in managing the company that issues shares. Citing on the website of the Financial Services Authority (OJK), there are several factors that cause stock price fluctuations in a company, namely, external factors and internal factors. The variables used in disclosing the measurement of stock prices are Debt to Equity Ratio (DER), Earning Per Share (EPS), and Return On Investment (ROI), the three variables are used as an assessment of company performance in fundamental analysis. This study aims to analyze the effect of Debt to Equity Ratio, Earning Per Share, and Return On Investment on Stock Prices (In Food and Beverage Sub-Sector Manufacturing Companies on the Indonesia Stock Exchange for the 2019-2020 Period). This research is quantitative with a sample of 30 companies. The analytical method used is multiple linear regression analysis. The results of this study indicate that Earning per Share has a significant positive effect on stock prices of manufacturing companies in the food and beverage sub-sector for the period 2019-2020, while the Debt to Equity Ratio and Return On Investment have no significant effect on stock prices of manufacturing companies in the food and beverage sub-sector for the 2019-2020 period.

Keyword : Stock Price, Debt to Equity Ratio, Earnings Per Share, Return on Investment.