

ABSTRACT

Effect of Earning Per Share (EPS), Return On Equity (ROE), and Debt to Equity Ratio (DER) on Share Price at PT Unilever Indonesia Tbk Period 2010-2019

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The purpose of this study is to find out and analyze the factors that affect the Share Price in PT Unilever Indonesia Tbk (UNVR) period 2010-2019, namely through Earning Per Share (EPS), Return On Equity (ROE), and Debt to Equity Ratio (DER). The type of research used is descriptive and verificative with the level of explanatory research and survey research methods. The analysis tools used are Multiple Linear Regression and Coefficient of Determination.

Based on the results of the study, it is known that simultaneously, Earning Per Share (EPS), Return On Equity (ROE), and Debt to Equity Ratio (DER) have a significant effect on the Share Price of PT Unilever Indonesia Tbk. Meanwhile, it partially shows that Earning Per Share (EPS) has a positive and significant effect on the Share Price at PT Unilever Indonesia Tbk. Return On Equity (ROE) has a positive and significant effect on the Share Price at PT Unilever Indonesia Tbk. Then the Debt to Equity Ratio (DER) negatively and insignificantly affects the Share Price of PT Unilever Indonesia Tbk.

Keywords: Earning Per Share (EPS), Return On Equity (ROE), Debt to Equity Ratio (DER) and Share Price