

ABSTRACT
THE EFFECT OF RETURN ON ASSET (ROA), DEBT TO EQUITY RATIO (DER) AND EARNING PER SHARE (EPS) TOWARD STOCK PRICE OF PT. INDOFOOD CBP SUKSES MAKMUR TBK

By:
AMELIA MONICA
163402061

Under the guidance of:
Dewi Permata Sari
Adhitya Rahmat Taufiq

The purpose of this research to analyze the effect of Return on Assets (ROA), Debt to Equity Ratio (DER) and Earning Per Share (EPS) to Stock Price of PT Indofood CBP Sukses Makmur Tbk. The method of this research used the analytic survey method. To analyze the data used is multiple linear regression and coefficient of determination.

Simultaneously based on the result Return On Assets (ROA), Debt to Equity Ratio (DER) and Earning Per Share (EPS) are significant effect to Stock Price. And partially showed that Return on Assets (ROA), Debt to Equity Ratio (DER), Earning Per Share (EPS) has a positive effect on Stock Prices.

Keywords: Return On Assets (ROA), Debt to Equity Ratio (DER) and Earning Per Share (EPS) and Stock Prices