

**ABSTACT**

***THE EFFECT OF PRICE EARNING RATIO AND RETURN ON EQUITY  
ON STOCK RETURNS IN PT. MAYORA INDAH TBK.***

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*The purpose of this study is to find out and analyze the factors that affect the Return on Shares of PT. Mayora Indah, Tbk. for the period 2002 - 2021 consisting of Price Earning Ratio and Return On Equity. The research method used is a descriptive method with quantitative research. The analysis tool used is Multiple Linear Regression. Based on the results of research conducted, it is known that simultaneously the Price Earning Ratio and Return On Equity have a significant effect on the Return on shares of PT. Mayora Indah, Tbk. partially shows that the Price Earning Ratio affects stock returns and return on equity does not affect the return on shares of PT. Mayora Indah, Tbk.*

***Keywords: Price Earning Ratio, Return On Equity, Stock Return***

