

ABSTRAK

Judul : Pengaruh *Inventory Turnover* (ITO), *Return On Equity* (ROE) dan *Earning Per Share* (EPS) Terhadap Harga Saham Pada Perusahaan Subsektor *Retail Trade* yang Terdaftar di Bursa Efek Indonesia pada Periode 2016-2019.

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Program Studi : Akuntansi

Penelitian ini dilakukan untuk menganalisis pengaruh *Inventory Turnover* (ITO), *Return On Equity* (ROE) dan *Earning Per Share* (EPS) Terhadap Harga Saham Perusahaan Subsektor *Retail Trade* yang Terdaftar di Bursa Efek Indonesia pada Periode 2016-2019 baik secara parsial maupun simultan.

Metode yang digunakan adalah *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 60 perusahaan subsektor retail trade yang terdaftar di Bursa Efek Indonesia dari total populasi 108. Jenis data adalah data sekunder yang bersumber data laporan keuangan dan laporan tahunan. Metode analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil pengujian hipotesis menunjukkan bahwa secara simultan *Inventory Turnover* (ITO), *Return On Equity* (ROE) dan *Earning Per Share* (EPS) berpengaruh signifikan terhadap harga saham. Secara parsial *Inventory Turnover* dan *Return On Equity* berpengaruh negatif dan signifikan terhadap harga saham, sedangkan *Earning Per Share* berpengaruh negatif dan tidak signifikan terhadap harga saham

Kata Kunci : *Inventory Turnover*, *Return On Equity*, *Earning Per Share*, dan Harga Saham.

ABSTRACT

Title : *The Effect of Inventory Turnover (ITO), Return On Equity (ROE) and Earning Per Share (EPS) on Stock Price in Retail Trade Subsector Companies which are listed in Indonesia Stock Exchange in the Period 2016-2019.*

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This research was conducted to analyze the effect of Inventory Turnover (ITO), Return On Equity (ROE) and Earning Per Share (EPS) on the Stock Price of Retail Trade Subsector Companies Listed on the Indonesia Stock Exchange in the 2016-2019 Period, either partially or simultaneously.

The method used was purposive sampling. The samples used in this study were 60 retail trade sub-sector companies listed on the Indonesia Stock Exchange from 108 companies. The type of data is secondary data which is sourced from financial report data and annual reports. The data analysis method used is multiple linear regression analysis.

Hypothesis testing results show that simultaneous Inventory Turnover (ITO), Return On Equity (ROE) and Earning Per Share (EPS) have a significant effect on stock prices. Partially Inventory Turnover and Return On Equity have a negative and significant effect on stock prices, while Earning Per Share has a negative and insignificant effect on stock prices.

Key Words : *Inventory Turnover, Return On Equity, Earning Per Share, dan Stock Price.*