

ABSTRACT

YUNIATI UTAMI. 2017. "INFLUENCE OF EARNING PER SHARE (EPS), DEBT TO EQUITY RATIO (DER) AND SALES GROWTH COMPANY ON SHARE PRICE ON CONSUMER GOODS MANUFACTURING INDUSTRY SECTOR IN 2012-2015"

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Investment decisions are an important issue and are often faced by investors. In order to invest in capital market, investors need accurate information to determine the extent of the close relationship between the variables that cause fluctuations in stock prices of companies that will be purchased.

The study sample consisted of 32 manufacturing companies that are included in the consumer goods industry sectors listed on the Indonesia Stock Exchange (bei) in 2012 -2015.

Statistical method used in determining the variables that can affect stock price is through multiple linear regression analysis techniques.

The results showed that the variable earnings per share (eps), debt to equity ratio (der) and sales growth simultaneously affect stock prices simultaneously. The earning per share (eps) variable partially dominates the effect on the stock price with the direction of positive influence, while the variable debt to equity ratio (der) and sales growth do not have a significant influence on stock prices partially.

Keywords: Investor, earnings per share (eps), Debt to equity ratio (der), sales growth, Stock Price