

**PENGARUH *RETURN ON ASSETS (ROA)*, *CURRENT RATIO (CR)*, DAN
EARNING PER SHARE (EPS) TERHADAP HARGA SAHAM
PADA PERUSAHAAN SEKTOR RITEL ELEKTRONIK YANG
TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2020 – 2022**

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ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh *Return On Asset (ROA)*, *Current Ratio (CR)*, dan *Earning Per Share (EPS)* terhadap Harga Saham pada Perusahaan Sektor Ritel Elektronik yang terdaftar di Bursa Efek Indonesia Periode 2020 -2022. Metode yang digunakan adalah metode analisis deskriptif verifikatif dan kuantitatif, dengan metode pengumpulan data menggunakan dokumentasi dan studi kepustakaan. Data yang digunakan merupakan data sekunder yang diperoleh dari laporan keuangan perusahaan persetengah periode 2020 – 2022. Metode sampel yang digunakan adalah *purposive sampling*. Rancangan pengujian hipotesis menggunakan analisis regresi linear berganda dengan terlebih dahulu dilakukan uji asumsi klasik, selanjutnya dilakukan analisis koefisien korelasi dan determinasi, dan uji hipotesis yang terdiri dari uji T dan Uji F. Hasil dari penelitian menunjukkan *Return On Assets (ROA)*, *Current Ratio (CR)* dan *Earning Per Share (EPS)* tidak berpengaruh signifikan baik secara parsial maupun secara simultan terhadap Harga Saham sebesar 0,373 atau 37,3% sedangkan 62,7% sisanya dipengaruhi oleh faktor lain diluar penelitian ini.

Kata Kunci : *Return On Asset*, *Current Ratio*, *Earning Per Share*, Harga Saham

EFFECT OF RETURN ON ASSETS (ROA), CURRENT RATIO (CR), AND EARNING PER SHARE (EPS) ON STOCK PRICE IN ELECTRONIC RETAIL SECTOR COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE PERIOD 2020 – 2022

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ABSTRACT

This research aims to examine the effect of Return On Asset (ROA), Current Ratio (CR), and Earning Per Share (EPS) on Stock Prices in Electronic Retail Sector Companies listed on the Indonesia Stock Exchange for the 2020-2022 period. The method use is a verificative and quantitative descriptive analysis, with data collection methods using documentation and literature studies. The data used is secondary data obtained from the company's financial reports for the half period 2020 - 2022. The sample method used was purposive sampling. The hypothesis testing design uses multiple linear regression analysis by first carrying out the classical assumption test, then analyzing the correlation and determination coefficients, and hypothesis testing consisting of the T test and F test. The results of the research show that Return On Assets (ROA), Current Ratio (CR) and Earning Per Share (EPS) do not have a significant effect, either partially or simultaneously, on share prices of 0.373 or 37.3%, while the remaining 62.7% is influenced by other factors outside this research.

Keywords : Return On Asset , Current Rasio, Earning Per Share, Stock Price