

ABSTRAK

RETA PUTRI JESSICA/1900861201169/ FACULTY OF ECONOMICS, UNIVERSITY OF BATANGHARI JAMBI / EFFECTS OF RETURN ON ASSETS, TOTAL ASSET TURN OVER DAN PRICE EARNING RATIO ON STOCK PRICES IN IN THE PHARMACEUTICAL INDUSTRY LISTED ON THE INDONESIAN STOCK EXCHANGE FOR THE 2018-2022 PERIOD ADVISOR I PROF. DR. HJ. ARNA SURYANI, SE., M.AK. AK, CA / ADVISOR II HANA TAMARA PUTRI, SE, MM.

The aim of this research is to analyze and determine the influence of Return on Assets, Total Assets Turn Over, and Price Earning Ratio simultaneously on share prices in pharmaceutical subsector companies listed on the Indonesia Stock Exchange in 2018 - 2022. To analyze and determine the partial influence of Return on Assets, Total Assets Turn Over, and Price Earning Ratio on share prices in pharmaceutical subsector companies listed on the Indonesia Stock Exchange in 2018 - 2022.

To conduct research, the data collection method used was library research (purposive sampling). The data analysis method in this research is a descriptive method. In preparing this research, the author obtained the necessary data related to the object of research, namely the balance sheet, profit and loss report, and report on changes in capital. The data analysis method used by the author is a quantitative method.

The objects used in this research are pharmaceutical subsector companies registered on the IDX in 2018-2022, namely 10 companies. There were 8 companies used as samples.

The result of the Fcount value is meaning that there is a significant influence between the independent variables (x) together on the dependent variable (y). Based on the results of the t test (partial) in the regression model, the results of Return On Assets (X1) partially the X1 variable has no significant effect to the Share Price variable (Y). Results of Total Asset Turn Over (X2) partially the X2 variable has a significant effect on the Stock Price variable (Y). The results of the Price Earning Ratio (X3) partially the X3 variable has no significant effect on the Stock Price variable (Y).

In this research simultaneously have a significant effect on stock prices. Partially, Total Asset Turn Over has a significant effect on stock prices. Meanwhile Return On Assets and Price Earning Ratio do not have a significant effect on stock prices.