ABSTRACT

RISKA MARLEDA / 2000861201123 / FACULTY OF ECONOMICS / FINANCIAL MANAGEMENT / THE EFFECT OF LONG TERM DEBT TO EQUITY RATIORATIORATIORATIO, RETURN ON EQUITY, RETURN ON ASSET, AND NET PROFIT MARGIN ON STOCK PRICES IN THE COSMETICS SUB-SECTOR LISTED ON THE INDONESIAN STOCK EXCHANGE FOR THE PERIOD 2018-2022 / 1st ADVISOR PROF. DR. HJ. ARNA SURYANI, SE., M.AK, CA, CMA / 2^{and} ADVISOR AHMADI SE, M.M.

The research aims to identify and analyze the impact of the profitability ratio consisting of Return On Asset, Return on Equity, Net Profit Margin, and Capital Structure simultaneously and partially on the Share Price on the cosmetics sub-sector in the Indonesia Stock Exchange period 2018-2022.

The method of data analysis used is quantitative analysis. The data analysis techniques used in this study are double linear regression analysis with, classical assumption test consisting of normality test, multicolinerity test, heterocadastasis test, antocerellation test, and hypothesis test such as statistic test F, statistical test t, and determination coefficient using the help of the SPSS Version26 program.

The population in this study is a company that is incorporated into the cosmetics subsector that is listed on the Indonesian Stock Exchange as many as 11 companies. The research uses sampling techniques to determine which samples will be used in the research obtained by 5 companies, using secondary data.

The results of this study showed that long-term debt to equity, return on equity and return on asset, net profit margin simultaneously and significantly compared to the share price in the cosmetic sub-sector listed on the Indonesian Stock Exchange during the period 2018-2022 with the result Fcalung > Ftabel or 8.005 > 2.87. With a determination coefficient of 61%. This showed the presentation of Long Term Debt to Equity, Return on Equity, Return On Asset, Net Profit Margin of 61% while the remainder of 39% was influenced by other variabels that were not studied.

So the conclusion is Long Term Debt To Equity, Return On Equity, Return On Asset, and Net Profit Margin, have a significant effect on stock prices simultaneously. While Return On Asset, Net Profit Margin partially have a significant effect on stock prices. And Long Term Debt To Equity, Return On Equity do not have a significant effect on stock prices partially.ss