

ABSTRAK

Penelitian bertujuan untuk menguji pengaruh *Earning Per Share*, *Total assets Turn Over*, Pertumbuhan Penjualan dan *Debt To Equity Ratio* terhadap harga saham pada Sub Sektor *Food & Beverage* di Bursa Efek Indonesia periode 2015-2019. Jumlah perusahaan sub sektor *Food and Beverages* yang terdaftar di BEI pada tahun 2015 hingga tahun 2019 sebanyak 26 perusahaan. Analisis regresi linear berganda digunakan untuk menguji hipotesis penelitian. Hasil penelitian menunjukkan *Earning Per Share* berpengaruh positif & signifikan terhadap harga saham, *Total Assets Turnover* berpengaruh negatif & tidak signifikan terhadap harga saham, Pertumbuhan Penjualan berpengaruh negatif & tidak signifikan terhadap harga saham, *Debt to Equity Ratio* berpengaruh positif & signifikan terhadap harga saham dan. Sementara itu *EPS & DER* memberikan sinyal positif terhadap kenaikan harga saham di pasar, namun *TATO & Pertumbuhan Penjualan* belum dapat berkontribusi secara langsung terhadap kenaikan harga saham.

Kata Kunci : Harga Saham, *Earning Per Share*, *Total Assets Turnover*, Pertumbuhan Penjualan, *Debt to Equity Ratio*.

ABSTRACT

This study aims to examine the effect of Earning Per Share, Total Assets Turn Over, Sales Growth and Debt To Equity Ratio on stock prices in the Food & Beverage Sub Sector on the Indonesia Stock Exchange for the 2015-2019 period. The number of Food and Beverages sub-sector companies listed on the IDX from 2015 to 2019 were 26 companies. Multiple linear regression analysis was used to test the research hypothesis. The results showed that Earning Per Share had a positive & significant effect on stock prices, Total Assets Turnover had a negative & insignificant effect on stock prices, Sales Growth had a negative & insignificant effect on stock prices, Debt to Equity Ratio had a positive & significant effect on stock prices and. Meanwhile, EPS & DER gave a positive signal to the increase in stock prices in the market, however TATO & Sales Growth have not been able to directly contribute to the increase in stock prices

Keywords: *EPS, TATO, Sales Growth, DER, Stock Price*