

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Earning Per Share*, *Price Earning Ratio*, dan *Price to Book Value* terhadap harga saham perusahaan Sub Sektor Hotel, Restoran dan Pariwisata di Bursa Efek Indonesia Tahun 2017 – 2021. Populasi dari penelitian ini adalah seluruh perusahaan Sub Sektor Hotel, Restoran dan Pariwisata yang terdaftar di Bursa Efek Indonesia, dengan jumlah sampel yang digunakan sebesar 70 responden yang diambil menggunakan teknik *purposive sampling*. Data yang digunakan yaitu data sekunder, dan diperoleh melalui dokumentasi. Teknik analisis data dengan menggunakan regresi linier berganda.

Hasil penelitian yang diperoleh menunjukkan bahwa *Earning Per Share* berpengaruh positif dan signifikan terhadap harga saham dengan nilai signifikansi $0,000 < 0,05$. *Price Earning Ratio* berpengaruh positif dan signifikan terhadap harga saham dengan nilai signifikansi $0,000 < 0,05$. *Price to Book Value* berpengaruh positif dan signifikan terhadap harga saham dengan nilai signifikansi $0,000 < 0,05$. *Earning Per Share*, *Price Earning Ratio*, dan *Price to Book Value*, secara bersama-sama berpengaruh signifikan terhadap harga saham dengan nilai signifikansi sebesar $0,000 < 0,05$. Hasil dari koefisien determinasi diperoleh nilai sebesar 0,656, artinya bahwa variabel *Earning Per Share*, *Price Earning Ratio*, dan *Price to Book Value* dapat menjelaskan variasi variabel harga saham sebesar 65,6%.

Kata Kunci : *Earning Per Share*, *Price Earning Ratio*, *Price to Book Value*, dan *Harga Saham*

ABSTRACT

This study aims to determine the effect of Earning Per Share, Price Earning Ratio, and Price to Book Value on the stock prices of hotel, restaurant and tourism sub-sector companies on the Indonesia Stock Exchange in 2017 – 2021. The population of this study are all hotels in the hotel sub-sector, Restaurants and Tourism are listed on the Indonesia Stock Exchange, with a sample size of 70 respondents taken using a purposive sampling technique. The data used is secondary data, and obtained through documentation. Data analysis technique using multiple linear regression.

The research results obtained show that Earning Per Share has a positive and significant effect on stock prices with a significance value of $0.000 < 0.05$. Price Earning Ratio has a positive and significant effect on stock prices with a significance value of $0.000 < 0.05$. Price to Book Value has a positive and significant effect on stock prices with a significance value of $0.000 < 0.05$. Earning Per Share, Price Earning Ratio, and Price to Book Value, together have a significant effect on stock prices with a significance value of $0.000 < 0.05$. The results of the coefficient of determination obtained a value of 0.656, meaning that the variable Earning Per Share, Price Earning Ratio, and Price to Book Value can explain the variation in the stock price variable of 65.6%.

Keywords: Earning Per Share, Price Earning Ratio, Price to Book Value, and Stock Price