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Judul : “ANALISIS PENGARUH RETURN ON ASSET (ROA),
RETURN ON EQUITY (ROE) DAN DEBIT TO EQUITY (DER)
TERHADAP HARGA SAHAM PADA SUB SEKTOR
HARDWARE KOMPUTER DI BURSA EFEK INDONESIA
TAHUN 2019-2023”

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Return on Asset* (ROA), *Return on Equity* (ROE) dan *Debt Equity Rasio* (DER), terhadap harga saham pada sub sektor hardware komputer. yang terdaftar di Bursa Efek Indonesia Peiode 2019-2023. Data yang digunakan dalam penelitian ini adalah data sekunDER. Penelitian ini menggunakan Asosiatif Kuantitatif. Penelitian ini menggunakan metode analisis regresi linear berganda dan pengujian hipotesis dengan uji t dan uji f. Alat yang digunakan adalah program EVIEWS versi 13.

Penelitian ini berhasil membuktikan hipotesis keempat bahwa terdapat pengaruh yang signifikan secara bersama-sama variabel independen mempengaruhi variabel dependen. R squarenya didapat yatu sebesar 21,91%. Hal ini menunjukkan bahwa persentase sambungan pengaruh variabel independen (ROA, ROE, DER) terhadap dependen (harga saham) sebesar 21,91% sedangkan sisanya 78,09% dipengaruhi oleh variabel lan.

Hasil penelitian menunjukkan bahwa *Return On Assets* berpengaruh signifikan terhadap *harga saham* saham, *Return On Equity* berperngaruh signifikan terhadap harga saham, *Debt to Equity Ratio* tidak berpengaruh signifikan terhadap *harga* saham,. Namun *Return On Assets* (ROA), *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), berpengaruh terhadap harga saham.

Kata Kunci: Return Saham, ROA,ROE,DER, Subsektor computer hardware

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Title: “ANALYSIS OF THE INFLUENCE OF RETURN ON ASSET (ROA), RETURN ON EQUITY (ROE) AND DEBIT TO EQUITY (DER) ON STOCK PRICES IN THE COMPUTER HARDWARE SUB-SECTOR ON THE INDONESIAN STOCK EXCHANGE IN 2019-2023”

ABSTRACT

This research aims to determine the effect of Return on Assets (ROA), Return on Equity (ROE) and Debt Equity Ratio (DER), on stock prices in the computer hardware sub-sector, which is listed on the Indonesia Stock Exchange for the 2019-2023 period. The data used in this research is secondary data. This research uses Quantitative Associative. This research uses multiple linear regression analysis methods and hypothesis testing with the t test and f test. This is proven by the Fcount results obtained at 3.368. With an Ftable of 2.87, so $3.368 > 2.87$ with a significance level of $0.028 < \alpha 0.05$, this research succeeded in proving the fourth hypothesis that there is a significant influence that the independent variables jointly influence the dependent variable. The R square obtained is 21.91%. This shows that the connection percentage of the influence of the independent variables (ROA, ROE, DER) on the dependent (share price) is 21.91% while the remaining 78.09% is influenced by other variables.

The results of the research show that Return On Assets has a significant Effect on stock prices, Return On Equity has a significant Effect on stock prices, Debt to Equity Ratio has no significant Effect on stock prices. However, Return On Assets (ROA), Return On Equity (ROE), Debt to Equity Ratio (DER), influence stock prices.

Keywords: Stock Return, ROA, ROE, DER, Computer hardware subsector