

## ABSTRAK

Puji Mustika Sari, 19101155310277, Manajemen, 2023. Pengaruh *Return On Investment* (ROI) dan *Earning Per Share* (EPS) Terhadap Harga Saham Dengan Kebijakan Dividen sebagai Variabel Moderating Pada Perusahaan Manufaktur Yang terdaftar Di Bursa Efek Indonesia Periode 2017-2021. Dibawah bimbingan Bapak Mondra Neldi, S.E, M.M dan Bapak Deni Saputra, S.E, M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh *Return On Investment* (ROI) dan *Earning Per Share* (EPS) Terhadap Harga Saham Dengan Kebijakan Dividen sebagai Variabel Moderating secara parsial. Metode analisis digunakan adalah analisis regresi berganda data panel model *random effect*. Dengan model ini hasil menunjukkan: 1) secara parsial *return on investment* berpengaruh signifikan terhadap harga saham pada perusahaan manufaktur yang terdaftar di BEI periode 2017-2021. 2) secara parsial *earning per share* berpengaruh signifikan terhadap harga saham pada perusahaan manufaktur yang terdaftar di BEI periode 2017-2021. 3) secara parsial *return on investment* yang di moderasi oleh kebijakan dividen tidak berpengaruh signifikan terhadap harga saham pada perusahaan manufaktur yang terdaftar di BEI periode 2017-2021. 4) secara parsial *earning per share* yang di moderasi oleh kebijakan dividen berpengaruh signifikan terhadap harga saham pada perusahaan manufaktur yang terdaftar di BEI periode 2017-2021.

**Kata kunci :** Harga Saham, *Return On Investment*, *Earning Per Share*, dan Kebijakan Dividen

## **ABSTRACT**

*Puji Mustika Sari, 19101155310277, Management, 2023. The Effect of Return On Investment (ROI) and Earning Per Share (EPS) on Stock Prices With Dividend Policy as a Moderating Variable in Manufacturing Companies Listed on the Indonesia Stock Exchange for the 2017-2021 Period. Under the guidance of Mr. Mondra Neldi, S.E, M.M and Mr. Deni Saputra, S.E, M.M.*

*This study aims to determine the effect of Return On Investment (ROI) and Earning Per Share (EPS) on Stock Prices with Dividend Policy as a Moderating Variable partially. The analytical method used is multiple regression analysis of panel data random effect models. With this model the results show: 1) partially return on investment has a significant effect on stock prices in manufacturing companies listed on the IDX for the 2017-2021 period. 2) partially earning per share has a significant effect on stock prices in manufacturing companies listed on the IDX for the 2017-2021 period. 3) partially the return on investment which is moderated by the dividend policy has no significant effect on stock prices in manufacturing companies listed on the IDX for the 2017-2021 period. 4) partially, earnings per share, which is moderated by dividend policy, has a significant effect on stock prices in manufacturing companies listed on the IDX for the 2017-2021 period.*

**Keywords: Stock Price, Return On Investment, Earning Per Share, and Dividend Policy**