

Abstract. *The influence of Earning Per Share (EPS), Price Earning Ratio (PER), Return on Assets (ROA) on stock prices is very important to know how much influence the independent variable has on the dependent variable. By knowing this influence, manufacturing companies in the cosmetics and household goods sector can further optimize the level of Earning Per Share (EPS), Price Earning Ratio (PER), Return On Assets (ROA) in the future. The sampling technique in this research used the purposive sampling method. The samples taken were in accordance with the criteria determined by the researcher. This research was conducted in 6 years from 2016-2021 on cosmetic and household goods manufacturing companies that conducted an IPO. Based on the research results, it shows that Earning Per Share (EPS) has a significant influence, Price Earning Ratio (PER) does not have a significant influence, Return On Assets (ROA) does not have a significant influence. Together the independent variables have a significant effect on the dependent variable, this is proven by the R^2 value of 0.348 or 34.8%.*

Keywords: *Earning Per Share (EPS), Price Earning Ratio (PER), Return On Assets (ROA), Share Price*

Abstrak. Pengaruh Earning Per Share (EPS), Price Earning Ratio (PER), Return On Asset (ROA) terhadap harga saham sangat penting untuk mengetahui seberapa besar pengaruh variabel bebas terhadap variabel terikat. Dengan mengetahui pengaruh tersebut pihak perusahaan manufaktur sektor kosmetik dan keperluan rumah tangga bisa lebih mengoptimalkan tingkat Earning Per Share (EPS), Price Earning Ratio (PER), Return On Asset (ROA) di waktu yang akan datang. Teknik pengambilan sampel dalam penelitian ini menggunakan metode purposive sampling. Sampel yang diambil adalah sesuai dengan kriteria- kriteria yang sudah ditentukan oleh peneliti. Penelitian ini dilakukan dalam 6 tahun dari tahun 2016-2021 pada perusahaan manufaktur sektor kosmetik dan keperluan rumah tangga yang melakukan IPO. Berdasarkan hasil penelitian menunjukkan bahwa Earning Per Share (EPS) mempunyai pengaruh signifikan, Price Earning Ratio (PER) tidak mempunyai pengaruh signifikan, Return On Asset (ROA) tidak mempunyai pengaruh signifikan. Secara bersama- sama variabel independen berpengaruh secara signifikan terhadap variabel dependen hal itu dibuktikan nilai R^2 sebesar 0.348 atau sebesar 34,8%.

Kata kunci: Earning Per Share (EPS), Price Earning Ratio (PER), Return On Asset (ROA), Harga Saham