ABSTRACT

Amzah, "The Effect of Earnings Per Share and Return On Equity to Stock Price on PT.Unilever Indonesia Tbk.", Under the guidance of Prof. Dr. Hj. Ria Ariawati Ratna, MS., Ak.

Investors in investment will be dealing with risk and return in connection with the required rate of return. For investor research on Earnings Per Share, Return On Equity to be a very basic requirement in the decision-making needs.

The method used in this study is Causal Associative research methods with the correlation approach. This study uses secondary data obtained from the summary financial statements PT. Unilever Indonesia Tbk, which then analyzed by: Path analysis, Pearson product moment correlation coefficient, coefficient of determination (r square).

The analysis showed that the influence of Earnings Per Share partially with respect to price stocks in Indonesia Tbk PT.Unilever directly by 0.2%, and the influence Return On Equity to the price of shares in Indonesia Tbk PT.Unilever directly by 81.5%. While Earnings Per Share and Return On Equity (ROE) simultaneously in a positive effect on stock price on PT.Unilever Indonesia Tbk, the magnitude of the influence of Earnings Per Share and Return On Equity of 84.2% and the remaining 15.8% influenced other factors that can not be described in the study, because no such alleged investigated Return On Investment (ROI), Net Profit Margin (NPM), Debt to Equity Ratio (DER) and Return On Asset (ROA).

Keywords: Earnings Per Share, Return On Equity and Stock Price