ABSTRAK

Penelitian ini bertujuan untuk mengetahui *Pengaruh return on assets* (ROA), *return on equity* (ROE), dan *debt to asset ratio* (DAR) terhadap harga saham pada perusahaan subsektor perbankan yang ada di bursa efek indonesia periode 2018 - 2020. Penelitian ini menggunakan rasio profitabilitas yang di proksikan dengan *return on assets* (ROA), *return on equity* (ROE) dan rasio Solvabilitas yang di proksikan *debt to asset ratio* (DAR). Teknik pengambilan sampel yang dilakukan dengan menggunakan metode *purposive sampling*. Penelitian ini dilakukan dengan 33 sampel perusahaan subsektor perbankan. Hasil penelitian menunjukkan bahwa secara parsial variabel *return on assets* (ROA) tidak berpengaruh dan tidak signifikan terhadap harga saham, *return on equity* (ROE) berpengaruh positif dan tidak signifikan terhadap harga saham, dan *debt to asset ratio* (DAR) berpengaruh negatif dan signifikan terhadap harga saham . Sedangkan secara simultan variabel *return on assets* (ROA), *return on equity* (ROE), *dan debt to asset ratio* (DAR) berpengaruh dan signifikan terhadap harga saham.

Kata kunci : *return on assets* (ROA), *return on equity* (ROE), *debt to asset ratio* (DAR) dan Harga Saham.

ABSTRACK

This study aims to determine the effect of return on assets (ROA), return on equity (ROE), and debt to asset ratio (DAR) on stock prices in banking sub-sector companies listed on the Indonesian stock exchange for the period 2018 - 2020. This study uses the ratio profitability which is proxied by return on assets (ROA), return on equity (ROE) and solvency ratio which is proxied by debt to assets ratio (DAR). The sampling technique used was purposive sampling method. This research was conducted with 33 samples of companies in the banking sub-sector. The results showed that partially the return on assets (ROA) variable had no and no significant effect on stock prices, return on equity (ROE) had a positive and insignificant effect on stock prices, and debt to asset ratio (DAR) had a negative and significant effect on stock prices. stock price. Meanwhile, simultaneously, the return on assets (ROA), return on equity (ROE), and debt to asset ratio (DAR) variables have a significant and significant effect on stock prices.

Keywords: return on assets (ROA), return on equity (ROE), debt to asset ratio (DAR) and stock price