ABSTRAK

Penelitian ini bertujuan untuk menganalisis atau mengetahui pengaruh 1. *Price Earning Ratio* (PER) terhadap harga saham pada perusahaan manufaktur sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2015-2020, 2. *Earning Per Share* (EPS) terhadap harga saham pada perusahaan manufaktur sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2015-2020, 3. *Price to Book Value* (PBV) terhadap harga saham pada perusahaan manufaktur sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2015-2020, 4. *Price Earning Ratio* (PER) terhadap harga saham dengan *Firm Size* sebagai variabel moderator pada perusahaan manufaktur sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2015-2020, 5. *Earning Per Share* (EPS) terhadap harga saham dengan *Firm Size* sebagai variabel moderator pada perusahaan manufaktur sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2015-2020, 6. *Price to Book Value* (PBV) terhadap harga saham dengan *Firm Size* sebagai variabel moderator pada perusahaan manufaktur sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia tahun 2015-2020.

Populasi dalam penelitian ini sebanyak 32 perusahaan pada sub sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia periode 2015-2020. Pengambilan sampel menggunakan metode purposive sampling dan peneliti memperoleh sampel sebanyak 17 perusahaan. Teknik pengumpulan data yang peneliti lakukan dengan cara studi dokumentasi dan studi pustaka. Dan teknik analisis data yang peneliti gunakan adalah Statistik Deskriptif, Uji Asumsi Klasik, Analisis Apriori Regresi Berganda, dan *Moderated Regression Analysis*.

Hasil penelitian menunjukkan bahwa 1. *Price Earning Ratio* (PER) tidak berpengaruh terhadap harga saham, 2. *Earning Per Share* (EPS) berpengaruh positif dan signifikan terhadap harga saham, 3. *Price to Book Value* (PBV) berpengaruh positif dan signifikan terhadap harga saham, 4. *Price Earning Ratio* (PER) terhadap harga saham yang dimoderasi *Firm Size* tidak berpengaruh, 5. *Earning Per Share* (EPS) terhadap harga saham yang dimoderasi *Firm Size* berpengaruh signifikan, 6. *Price to Book Value* (PBV) terhadap harga saham yang dimoderasi *Firm Size* berpengaruh signifikan.

Kata Kunci : Harga Saham, Price Earning Ratio (PER), Earning Per Share (EPS), Price to Book Value (PBV), Firm Size

ABSTRACT

This study aims to analyze or find out the influence of 1. *Price Earning Ratio* (PER) against the share price of food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange in 2015-2020, 2. *Earning Per Share* (EPS) against the share price of food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange in 2015-2020, 3. *Price to Book Value* (PBV) against the share price of food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange in 2015-2020, 4. *Price Earning Ratio* (PER) to the stock price with Firm *Size* as a moderator variable in food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange in 2015-2020, 5. *Earning Per Share* (EPS) against the share price with Firm *Size* as a moderator variable on food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange in 2015-2020, 6. *Price to Book Value* (PBV) against the stock price with Firm *Size* as a moderator variable in food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange in 2015-2020.

The population in this study was 32 companies in the food and beverage sub-sector listed on the Indonesia Stock Exchange for the period 2015-2020. Sampling used purposive sampling methods and researchers obtained samples as many as 17 companies. Data collection techniques that researchers do by means of documentation studies and literature studies. And the data analysis techniques that researchers use are Statistik Deskriptif, Uji Asumsi Klasik, Analysis Apriori R Multipleeggression, and *Moderated Regression Analysis.*

The results showed that 1. *Price Earning Ratio* (PER) has no effect on stock price, 2. *Earnings Per Share* (EPS) has a positive and significant effect on the stock price, 3. *Price to Book Value* (PBV) has a positive and significant effect on the stock price, 4. *Price Earning Ratio* (PER) to *firm size* moderated stock prices has no effect, 5. *Earnings Per Share* (EPS) against *firm size* moderated stock prices have a significant effect, 6. *Price to Book Value* (PBV) against the moderated stock price of *Firm Size* has a significant effect.

Keywords: Stock Price, Price Earning Ratio (PER), Earnings Per Share (EPS), Price to Book Value (PBV), Firm Size