

ABSTRAK

Ardy Kurniawan Hidayatulloh. 2024. Analisis Determinan Harga Saham: Peran Firm Size sebagai Variabel Moderasi. Program Studi Akuntansi, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) M. Agus Sudrajat, S.E., M.Si., CSRS., Pembimbing (II) Dr. Maya Novitasari, S.E., M.Ak., CPFR.

Penelitian ini bertujuan untuk mengetahui pengaruh *return on asset* (ROA), *debt to equity* (DER), dan *earning per share* (EPS) terhadap nilai perusahaan dengan *firm size* sebagai variabel moderasi. Penelitian ini menggunakan teknik *purposive sampling*, sehingga diperoleh 225 data observasi perusahaan LQ45 dari tahun 2019-2023. Metode yang digunakan yaitu pendekatan kuantitatif dengan menggunakan analisis regresi linier berganda dengan olah data menggunakan SPSS 24. Hasil penelitian ini adalah *return on asset* (ROA) dan *debt to equity* (DER) tidak berpengaruh signifikan terhadap harga saham, *earning per share* (EPS) berpengaruh positif signifikan terhadap harga saham, *firm size* tidak mampu memoderasi pengaruh *return on asset* (ROA), *debt to equity* (DER) dan *earning per share* (EPS).

Kata Kunci: *Return on asset, debt to equity, earning per share, harga saham, firm size*

ABSTRACT

Ardy Kurniawan Hidayatulloh. 2024. *The Analysis of Stock Price Determinants: The Role of Firm Size as a Moderating Variable*. Accounting Study Program, Faculty of Economics and Business, University of PGRI Madiun. Advisor (I) M. Agus Sudrajat, S.E., M.Si., CSRS., Advisor (II) Dr. Maya Novitasari, S.E., M.Ak., CPFR.

This study aimed to determine the effect of return on assets (ROA), debt to equity (DER), and earnings per share (EPS) towards company value with firm size as a moderating variable. This study used a purposive sampling technique, so 225 observation data of LQ45 companies from 2019-2023 were obtained. The method used was a quantitative approach using multiple linear regression analysis with data processing using SPSS 24. The results of this study are: return on assets (ROA) and debt to equity (DER) do not have a significant effect towards stock prices, earnings per share (EPS) has a significant positive effect towards stock prices, firm size is unable to moderate the effect of return towards assets (ROA), debt to equity (DER) and earnings per share (EPS).

Keywords: *Return on Assets, Debt to Equity, Earnings Per Share, Stock Prices, Firm Size.*