

ABSTRACT

This study was conducted to determine the fundamental factors that affect stock prices in PT Unilever for the period 2015-2020. The factors analyzed in this study are price earning ratio (PER), price to book value (PBV) and return on equity (ROE) as the independent variable and the company's stock price as the dependent variable.

This research method uses quantitative methods with the type of research is descriptive verification causal. The population in this study data from the financial statements of PT Unilever and the sample are as many as the financial statements of PT Unilever listed on the IDX per quarter 2015-2020, with the selection of samples using the purposive sampling technique. The data analysis technique used descriptive analysis and multiple regression analysis.

Based on the results of the research that partially Price Earning Ratio (PER) and Return On Equity (ROE) have a negative and significant effect on the Unilever company's stock price, while Price to Book Value (PBV) has no effect on the PT Unilever stock price and simultaneously Price Earning Ratio (PER), Price to Book Value (PBV) and Return On Equity (ROE) have an effect on PT Unilever's stock price with a magnitude of 40.7% and the rest is influenced by other variables not examined in this study.

Keywords: Price Earning Ratio, Price to Book Value, Return On Equity, Stock Price.