

ABSTRACT

Investors in investing in companies always pay attention to how the stock price moves in the company to be invested because the stock price is a form of reflection or achievement in a company. Company management can increase stock prices by minimizing information asymmetry that will be published in the financial statements.

The purpose of this study was to determine the significance of the effect of ROA, NPM, and EPS on stock prices in Cosmetics and Household Necessities sub-sector companies on the Indonesia Stock Exchange for the 2015-2020 period.

The data used in this study is secondary data obtained from the financial statements of the Cosmetics and Household Needs sub-sector companies on the Indonesia Stock Exchange for the period 2015 to 2020. The samples used were also obtained as many as 42 of the 7 companies in the sub-sector. the Cosmetics and Household Necessities sector on the Indonesia Stock Exchange for the 2015-2020 period. The analysis technique used in this research is panel data regression.

The results of the research shown that the ROA, NPM, and EPS variables simultaneously have an effect on stock prices. However, partially the EPS variable has no effect on the stock price, while the ROA variable has a significant positive effect on the stock price and the NPM variable has a significant negative effect on the stock price.

Based on the results of the study, suggestions that can be given to further researchers are to add the research period to the latest, use other research objects, and add other different variables. And for the Cosmetics and Household Needs sub-sector companies on the Indonesia Stock Exchange for the 2015-2020 period, investors are very interested in the value of ROA, NPM and EPS if the value increases because it becomes an attraction for investors to invest in the company.

Keywords: *Earning Per Share, Net Profit Margin, Return On Assets, and Share Price*