

ABSTRACT

Stock price movements are influenced by several factors, both internal and external to the company, therefore, before investors decide to invest in the capital market, these investors seek published financial information to determine the condition of the company to be invested.

This study aims to determine the effect of return on assets, return on equity and gold prices on stock price in companies listed on the 2017-2020 LQ45 Index.

The data used in this study were obtained from financial statement data. The population in this study are companies listed on the LQ45 Index. The sample selection technique used was purposive sampling and obtained 37 companies with the 2017-2020 research period so that there were 148 samples. The data analysis method in this study is panel data regression analysis using Eviews version 10 software.

The results of this study simultaneously influence return on assets, return on equity and price on stock prices. Gold prices partially positive effect on stock prices. Return on assets and return on equity have no partial effect on stock prices.

Suggestions for further research to be able to add and test several other variables that are thought to be able to affect stock prices such as Interest Rates, Inflation, Operating Costs of Operating Income (BOPO), GDP Growth, company size, and other variables. Further research can also add years to the object of research or replace the object of research such as JCI, Jakarta Islamic Index (JII)

Keywords: *Stock Price, Return on Assets, Return on Equity, Gold Price.*