

ABSTRACT

Bank companies are one of the subsectors that are vital points in the banking sector because banks are collecting funds from the public and for the community. At the end of the company's period, the bank will record the entire flow of transactions throughout the period and will be recorded in the annual financial statements openly to the public.

This study aims to determine the effectiveness of profitability, exchange rate, and book value per share which will affect the share price of each bank company. The population of this study is bank companies listed on the Indonesia Stock Exchange in 2018-2021.

This study uses quantitative research by selecting a purposive sampling sample method. The population of this study consisted of 33 bank subsector companies with a research period of 4 (four) years so that the total sample was 132 data samples.

The results showed that the variables Profitability, Exchange Rate, and Book value per share had a simultan effect on the Stock Price. Partially Profitability and Book value per share affect the Stock Price. Meanwhile, the exchange rate has no effect on the Stock Price.

This research is expected to be a reference for further research and useful for investors and potential investors as a basis for decisions in carrying out investment activities. For the company, the results of this study become an evaluation for the company's internal parties in the decision-making process related to profitability, exchange rate, and book value per share.

Keywords: Stock Price, Profitability(ROA), Exchange rate, Book value per share.