ABSTRAK

Pengaruh *Return on Equity* (ROE) dan *Debt to Equity Ratio* (DER) Terhadap Harga Saham pada Sektor Perbankan Swasta yang Konsisten Terdaftar di Bursa Efek Indonesia Periode 2020-2024

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Harga saham merupakan salah satu indikator penting bagi investor karena mencerminkan kinerja terkini sekaligus prospek masa depan perusahaan, serta menjadi pertimbangan utama dalam keputusan investasi. Perusahaan perbankan swasta yang terdaftar di Bursa Efek Indonesia periode 2020–2024 memiliki harga saham yang fluktuatif dan pada sebagian cenderung menurun. Kondisi ini dipengaruhi oleh banyak faktor, baik internal maupun eksternal. Oleh karena itu, penelitian ini bertujuan untuk mengetahui, menjelaskan, dan menganalisis pengaruh *Return on Equity* dan *Debt to Equity Ratio* terhadap harga saham pada sektor perbankan swasta yang konsisten terdaftar di Bursa Efek Indonesia periode 2020–2024. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi 36 perusahaan dan sampel 25 perusahaan yang dipilih melalui purposive sampling. Metode analisis yang digunakan adalah regresi linier berganda dengan bantuan program *EViews* 12. Hasil penelitian menunjukkan bahwa secara parsial *Return on Equity* berpengaruh positif signifikan terhadap harga saham dengan koefisien determinasi parsial sebesar 56,73%, sedangkan *Debt to Equity Ratio* berpengaruh negatif tidak signifikan dengan koefisien determinasi parsial sebesar 0,49%**.** Secara simultan, *Return on Equity* dan *Debt to Equity* berpengaruh signifikan terhadap harga saham dengan nilai *Adjusted R-Square* sebesar 58,29%, yang berarti kedua variabel mampu menjelaskan variasi harga saham secara bersama-sama. Keterbaruan penelitian ini adalah penggunaan periode terbaru hingga tahun 2024 yang memberikan gambaran lebih mutakhir tentang kinerja perbankan swasta di Indonesia.

Kata Kunci : *Debt to Equity Ratio* , Harga Saham dan *Return on Equity*

ABSTRACT

The Effect of Return on Equity (ROE) and Debt to Equity Ratio (DER) on Stock Prices in the Private Banking Sector That Are Consistently Listed on the Indonesia Stock Exchange for the 2020-2024 Period

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Stock prices are one of the important indicators for investors because they reflect the company's current performance as well as future prospects, and are the main consideration in investment decisions. Private banking companies listed on the Indonesia Stock Exchange for the 2020–2024 period have fluctuating share prices and some tend to decline. This condition is influenced by many factors, both internal and external. Therefore, this study aims to know, explain, and analyze the influence of Return on Equity and Debt to Equity Ratio on stock prices in the private banking sector that are consistently listed on the Indonesia Stock Exchange for the 2020–2024 period. This study uses a quantitative approach with a population of 36 companies and a sample of 25 companies selected through purposive sampling. The analysis method used was multiple linear regression with the help of the EViews 12 program. The results of the study show that partially Return on Equity has a significant positive effect on stock prices with a partial determination coefficient of 56.73%, while the Debt to Equity Ratio has a negative effect of insignificant with a partial determination coefficient of 0.49%. Simultaneously, Return on Equity and Debt to Equity have a significant effect on the stock price with an Adjusted R-Square value of 58.29%, which means that the two variables are able to explain the variation in stock prices together. The novelty of this research is the use of the latest period until 2024 which provides a more up-to-date picture of the performance of private banking in Indonesia.

Keywords : Debt to Equity Ratio, Return on Equity and Stock Price