

## Analisis pengaruh PER, ROE, PBV, EPS. dan NPM terhadap harga saham pada industri consumer goods yang terdaftar di BEI

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### Abstrak

This research examines the impact of fundamental factors on the stock price of the consumer goods company listed at the Bursa Efek Indonesia (BEI). This study has collected consumer goods companies which are consistent in issuing stocks and completing financial reports at BEI. Statistical analysis is used to analyze data collected which consists of the classic assumption test and the hypothetical test. It is found that only ROE, PVB, and EPS are significantly and positively influenced the stock price of the consumer goods industry while PER and NPM do not.