

ABSTRACT

This study aims to determine the effect of macroeconomic factors, namely inflation, exchange rates, and interest rates as well as microeconomic factors, namely Earning per Share (EPS), Debt to Equity Ratio (DER), and Return on Equity (ROE) on stock prices in food and beverage companies. which are listed on the Indonesia Stock Exchange.

This study used a purposive sampling technique to obtain a sample of 43 companies from a population of 82 food and beverage companies listed on the Indonesia Stock Exchange during the period 2017 to 2021 which published their latest annual financial statements December 31, 2021. The type of data used is Quantitative data is in the form of financial data sourced from annual financial reports and economic data sourced from the official websites of Bank Indonesia and the Central Statistics Agency for the period 2017 to 2021. The analytical method used is multiple linear regression.

The results of the study through multiple linear regression analysis are Earning per Share (EPS), Debt to Equity Ratio (DER), Return on Equity (ROE), and interest rates have a positive and significant effect on stock prices. Inflation and exchange rates have a negative and significant effect on stock prices.

Keywords: *Inflation, Exchange Rate, Interest Rate, Earning per Share (EPS), Debt to Equity Ratio (DER), Return on Equity (ROE), Stock Price*