

ABSTRACT

Lisdawati Abdulkarim. SN: 261 408 068. 2012. The Effect of Dividend per Share and Earning Per Share toward Price of Stock of PT. Mayora Indah, Tbk. Study Program: Management. Management Department. Faculty of Economic and Business, Gorontalo State University. **Supervisor: Dr. Syarwani Canon, M.Si;** Co-Supervisor: **Supardi Nani, SE, M.Si.**

Problem statement of this study is what the change of dividend per share and earning per share is effect toward the price of stock at PT. Mayora Indah, Tbk. Methodology of this study is quantitative method. This method is using to predict the effect of one variable with the other, in this case per share and earning per share as a X variable or dependent variable and stock price as Y variable or independent variable. The instrument that is using in this study is secondary data and to analyze it using simple regression analysis.

Based on this research it can be concluded that the value of dividend per share statistically influence toward stock prices and earnings per share positively affect but not significant toward stock prices.

Keywords: *dividend per share, earning per share, stock price*