

Analysis of the Effect of BI7DRRR, PER, and PBV on the Company's Stock Prices for the 2010-2019 period

(Case Study on PT Indofarma Tbk, PT Kalbe Farma Tbk, and PT Kimia Farma Tbk).

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The aim is to see and investigate the relationship and influence of BI7DRRR, PER, and PBV on the Company's Share Price at PT Indofarma Tbk., PT. Kalbe Farma Tbk., and PT. Kimia Farma Tbk., 2010-2019 period.

Design/Methodology/approach – the selected sample is 3 state-owned pharmaceutical companies in Indonesia and researched using panel data analysis assisted by the Eviews9 program and the effect of BI7DRRR, PER, and PBV on the company's stock price.

The capital market is a field of business for trading securities such as shares, stock certificates, and bonds. From capital market activities, stock prices are a very important factor and must be considered by investors in making investments because stock prices show the performance of the issuer. The research entitled "Analysis of the Effect of BI7DRRR, PER, and PVB on the Company's Stock Prices for the 2010-2019 period (Case Studies at PT Indofarma Tbk, PT Kalbe Farma Tbk, and PT Kimia Farma Tbk)", has a problem formulation of how the influence of BI7DRRR, PER, and PBV to Share Price.

Based on the panel data analysis, it can be concluded that BI7DRRR has a negative and insignificant effect on stock prices, meaning that the independent variable does not affect the dependent variable. And PER has a negative and significant effect on stock prices, meaning that PER has a negative effect when PER goes up, the stock price may go down. While PBV has a negative and significant effect on stock prices, meaning that PBV has an influence on stock price movements where when PBV goes up or down it will affect the company's stock price. And together the BI7DRRR, PER, and PBV variables have a significant effect on the stock price variable.

Keywords: **BI7DRRR, PER, PBV, Stock Prices.**