

## **ABSTRACT**

*Trading activity on the Indonesian Stock Exchange tends to increase every year, this shows that the capital market in Indonesia is increasingly in demand and is becoming a promising investment option. One of the shares that investors can choose on the Indonesian Stock Exchange is insurance industry shares. To get maximum investment profits, investors need to analyze information to find out which companies provide the highest return on capital. In carrying out stock analysis, there are two approaches, namely fundamental analysis and technical analysis, where the fundamental variables consist of ROA, TATO, DER, NPM, and EPS and the technical variables consist of past share prices, share volume, and past share volume.*

*The aim of this research is to analyze the influence of fundamental variables (ROA, TATO, DER, NPM, and EPS) and technical variables (past share price, share volume, and past share volume) partially and simultaneously on price shares of insurance industry companies listed on the IDX. This research is a type of quantitative descriptive research and uses data from insurance companies listed on the Indonesia Stock Exchange. The sampling method used in this research was purposive sampling and 11 samples were obtained. The research uses secondary data from [www.idx.co.id](http://www.idx.co.id) and [www.yahoofinance.com](http://www.yahoofinance.com) in the form of panel data, namely a combination of quarterly time series data for five years (2018-2022) and cross section data from 11 insurance companies on the IDX.*

*Testing the relationship between research variables was carried out using panel data regression analysis. The research results show that: 1) The t test results show that the fundamental variable TATO partially has a negative and significant influence on the share prices of insurance companies on the IDX. Meanwhile, the fundamental variables ROA, DER, NPM, and EPS did not partially show a significant influence on insurance company share prices on the IDX. The technical variables of past share prices and share volume have a significant positive influence on the share prices of insurance companies on the IDX, while the technical variables of past share volumes partially do not show a significant influence on the share prices of insurance companies on the BEI. 2) The results of the F test show that there is a significant simultaneous influence of fundamental variables (ROA, TATO, DER, NPM, and EPS) and technical (past share prices, share trading volume, and past trading volume) on share prices insurance companies on the IDX.*

**Keywords:** *Fundamental variables, technical variables, stock prices, insurance industry, Indonesian Stock Exchange*