

## **ABSTRACT**

*The ability of a company to manage debt and distribute dividends is a crucial consideration for investors when selecting stocks. Increased investor interest in a stock can drive up its market price. Therefore, a company's strong debt management and dividend distribution capabilities can enhance investor interest, increasing its stock price.*

*This research aims to examine the influence of dividend policy, return on assets, and audit opinions on stock prices. The indicators used for the variables being studied include dividend policy measured by the dividend payout ratio, return on assets calculated using the formula of earnings before interest and taxes divided by total assets, and audit opinion represented by a dummy variable assigning a value to companies that receive an unqualified opinion.*

*The population of this study is banking subsector companies listed on the Indonesia Stock Exchange from 2018 to 2022. The sample selection used purposive sampling method, resulting in 50 companies that meet the criteria as research samples. The data analysis technique used is multiple linear regression.*

*The research findings indicate that simultaneously, dividend policy, return on assets, and audit opinions have an impact on stock prices. Partially, dividend policy does not affect stock prices, return on assets has a significant positive effect does not affect stock prices, and audit opinions do not influence stock prices.*

*For future researchers, this study is expected to serve as a reference and supplementary information in conducting research related to dividend policy, return on assets, and audit opinions. For investors, this research provides advice to invest in companies with low return on assets that distribute dividends. For regulators, it is recommended to establish policies that can influence stock prices. For banking management, it is hoped that it can provide information for company managers in decision-making that impacts stock prices, thereby increasing investor interest and demand for the company's shares.*

**Keywords:** *Audit Opinion, Dividend Policy, Return On Asset Stock Price,*