

ABSTRACT

The capital market acts as a platform where companies or institutions raise funds from the public for various purposes such as business development, expansion, or working capital needs. The public can invest by buying shares or debt securities issued by these entities in the capital market, either directly or through mutual funds. The main objective of this investment is to get a stock return, which is the profit from stock investment. This study aims to analyze the effect of Return on Asset (ROA), Net Profit Margin (NPM), and Earning per Share (EPS) on stock returns in coal subsector companies on the Indonesia Stock Exchange in the 2019-2022 period. The research method used is quantitative with a sample size of 80 data. Data is collected through the company's financial statements. The results showed that simultaneously ROA, NPM, EPS had a significant influence on stock returns in coal sub-sector mining companies listed on the IDX for the 2019-2022 period. It is hoped that the results of this study can serve as an analytical guide for future research to re-evaluate the same factors with the addition of additional variables, as well as to explore different research objects with a wider research period. Furthermore, the findings of this study can be a source of information for investors in making their investment decisions.

Keywords: *Earning per Share (EPS), Net Profit Margin (NPM), Return on Asset (ROA), Stock Return*