

## **ABSTRACT**

*Background; Prospective investors will view the company favorably if the company's value can be said to be good, this can be seen from asset ownership and the company's potential in the future. Potential investors' views about company value are the level of success of a company and are often linked to its share price. Objective; This research is to examine the influence of Current Ratio, Net Profit Margin, Total Asset Turnover on Price Earning Ratio and Stock Returns in manufacturing companies in the consumption sub sector on the Indonesia Stock Exchange in 2018-2023. Method; This research uses secondary data with a deductive research approach, this type of research uses descriptive quantitative. The data used in this research was taken from the website [www.idx.co.id](http://www.idx.co.id) in the form of manufacturing company financial reports. This research uses data analysis techniques and the tool used in this research is multiple linear regression analysis with the SPSS analysis tool. Results and conclusions; This research shows that CR is not negatively significant to PER, NPM is negative and has a significant effect on PER and TATO is negative and has a significant effect on PER. Meanwhile, CR on Stock Returns is positive and has no significant effect, NPM is positive and has a significant effect on Stock Returns and TATO is positive and not significant on Stock Returns.*

*Keywords: Financial Ratio Value, Company Value and Stock Return*