**ABSTRACT**

*Stock price fluctuations refer to changes in the market value of stocks over time, influenced by various external and internal factors. These fluctuations reflect the prospects and financial health of a company, and serve as an important performance indicator for investors in making investment decisions. As the capital market becomes increasingly complex, understanding the factors that influence stock price fluctuations, such as those occurring on the Indonesia Stock Exchange (IDX), becomes crucial for comprehending market dynamics.*

*This study aims to explain the relationship between dividend policy, profitability, timeliness of reporting, and stock price fluctuations in the consumer goods sector companies listed on the Indonesia Stock Exchange during the 2019-2023 period.*

*The research method used is a quantitative approach. The population in this study consists of consumer goods sector companies listed on the Indonesia Stock Exchange from 2019 to 2023. The sampling technique used in this study is purposive sampling, resulting in 15 research samples over a 5-year period. Thus, the total number of samples obtained is 75. The data analysis technique employed is panel data regression analysis, which is conducted using EViews 13 software.*

*The study finds that dividend policy, profitability, and timely financial reporting during the 2019-2023 period have a simultaneous effect on stock price fluctuations. However, based on partial testing, dividend policy and timeliness of reporting do not have a significant effect on stock price fluctuations. In contrast, profitability has a significant effect on stock price fluctuations during the 2019-2023 period.*

***Keywords**: Stock Price Fluctuations, Dividend Policy, Profitability, timeliness of reporting*