

ABSTRACT

SHINTA MELLIANA. NIM 2020156019. THE INFLUENCE OF NET PROFIT MARGIN (NPM), EARNINGS PER SHARE (EPS) AND RETURN ON ASSETS (ROA) ON STOCK PRICES.

(Case study of a pharmaceutical subsector company listed on the Indonesia Stock Exchange for the period 2018-2022). Under the guidance of Mr. M. Yusuf, SE, M.Si.

This study aims to measure the effect of NPM, EPS and ROA on stock prices. The object of this research is the pharmaceutical sub-sector companies listed on the Indonesia Stock Exchange (IDX) for the 2018-2022 period. The independent variables are Net Profit Margin (NPM), Earning per Share (EPS) and Return on Assets (ROA) and the dependent variable is Stock Price. The population in this study amounted to companies. The method of determining the sample is purposive sampling, the sample in this study consisted of 7 companies for 5 years so that the sample consisted of 35 financial statements. The data analysis method is descriptive quantitative with statistical analysis, namely multiple linear regression, partial hypothesis testing and simultaneous hypothesis testing.

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

ABSTRAK

SHINTA MELLIANA. NIM 2020156019. PENGARUH NET PROFIT MARGIN (NPM), EARNING PER SHARE (EPS) DAN RETURN ON ASSETS (ROA) TERHADAP HARGA SAHAM.

(Studi kasus pada perusahaan subsektor farmasi yang terdaftar di Bursa Efek Indonesia periode 2018-2022). Dibawah bimbingan Bapak M. Yusuf, SE, M.Si . Penelitian ini bertujuan untuk mengukur pengaruh NPM, EPS dan ROA terhadap Harga Saham. Objek dalam penelitian ini yaitu perusahaan sub sektor Farmasi yang terdaftar di Bursa Efek Indonesia (BEI) periode 2018-2022. Variabel bebas yaitu , Net Profit Margin (NPM), Earning per Share (EPS) dan Return on Asset (ROA) dan variabel terikat yaitu Harga Saham. Populasi dalam penelitian ini berjumlah perusahaan. Metode penentuan sampel dengan purposive sampling, sampel dalam penelitian ini terdiri dari 7 perusahaan selama 5 tahun sehingga sampel terdiri dari 35 laporan keuangan. Metode analisis data yaitu deskriptif kuantitatif dengan analisis statistik yaitu regresi linear berganda, uji hipotesis parsial serta uji hipotesis simultan.

Kata Kunci: Net Profit Margin (NPM) , Return On Assets (ROA), Earning Per Share (EPS), Harga Saham.