

ABSTRAK

Fiqi Fazriana Firdauzi. “Pengaruh Return on Assets (ROA), Return on Equity (ROE), dan Net Profit Margin (NPM) Terhadap Harga Saham”. Skripsi. Pendidikan Akuntansi. Jurusan Pendidikan Ekonomi. Fakultas Ekonomi. Universitas Negeri Jakarta. 2019. Dosen Pembimbing : Achmad Fauzi S.Pd, M.Ak dan Dr. Mardi, M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *Return on Assets* (ROA), *Return on Equity* (ROE), dan *Net Profit Margin* (NPM) terhadap harga saham sector manufaktur yang terdaftar di Indeks Saham Syariah Indonesia (ISSI) di Bursa Efek Indonesia (BEI) tahun 2015 – 2018. Penelitian ini menggunakan jenis data sekunder yang bersumber dari laporan keuangan (neraca dan laba rugi) perusahaan manufaktur yang diambil di situs Bursa Efek Indonesia (BEI). Populasi penelitian ini berjumlah 50 perusahaan, dengan menggunakan metode purposive sampling, diperoleh sampel penelitian sejumlah 44 perusahaan. Analisis data dalam penelitian ini menggunakan analisis regresi linier berganda model semilog.

Hasil penelitian ini menunjukkan bahwa secara parsial variabel *Return on Assets* (ROA) memiliki pengaruh negative tidak signifikan signifikan, *Return on Equity* (ROE) memiliki pengaruh positif signifikan dan variabel *Net Profit Margin* (NPM) memiliki pengaruh positif tidak signifikan terhadap harga saham. Dan secara simultan variabel *Return on Assets*, *Return on Equity* dan *Net Profit Margin* secara bersama – sama mempengaruhi harga saham.

Keywords : *Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin (NPM), Harga Saham*

ABSTRACT

Fiqi Fazriana Firdauzi. *"Effect of Return on Assets (ROA), Return on Equity (ROE), and Net Profit Margin (NPM) Against Stock Prices". Thesis. Accounting Education. Department of Economic Education. Faculty of Economics. State University of Jakarta. 2019. Supervisor : Achmad Fauzi S.Pd, M.Ak and Dr.Mardi,M.Si.*

This study aims to determine the effect of the variabel Return on Assets (ROA), Return on Equity (ROE) and Net Profit Margin (NPM) on the Share Price of the manufacturing sector listed in the Indonesian Syariah Stock Index (ISSI) on the Indonesia Stock Exchange (IDX) in 2015 – 2018. This study uses a type of secondary data sourced from the financial statements (balance sheet and profit and loss) of manufacturing companies taken on the Indonesia Stock Exchange (IDX) website. The population of this study amounted to 50 companies, using purposive sampling method, obtained a research sample of 44 companies. Data analysis in this study uses multiple linear regression analysis with semilog model.

The results of this study indicate that partially the variabel Return on Assets (ROA) has insignificant negative effect, Return on Equity (ROE) has a significant positive influence and Net Profit Margin (NPM) variable has a positive and not significant effect on stock prices. And simultaneously the variabel Return on Assets, Return on Equity and Net Profit Margin jointly affects the stock price.

Keywords : Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin (NPM), Stock Price