

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Net Profit Margin*, *Return On Investment*, dan *Debt To Equity Ratio* terhadap harga saham pada perusahaan otomotif yang terdaftar di Bursa Efek Indonesia.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah perusahaan otomotif yang terdaftar di Bursa Efek Indonesia periode 2014-2018 berjumlah 13 perusahaan. Sampel penelitian diperoleh dengan menggunakan metode sampling jenuh, yaitu teknik penentuan sampel apabila semua populasi digunakan sebagai sampel. Berdasarkan metode sampling jenuh terdapat 8 sampel perusahaan yang memenuhi kriteria. Metode analisis menggunakan analisis regresi linier berganda dengan menggunakan program SPSS.

Hasil uji hipotesis dalam penelitian menunjukkan bahwa *Net Profit Margin* dan *Return On Investment* berpengaruh positif dan signifikan terhadap harga saham. Sedangkan *Debt To Equity Ratio* berpengaruh negatif dan tidak signifikan terhadap harga saham.

Kata Kunci: *Net Profit Margin*, *Return On Investment*, *Debt To Equity Ratio*, harga saham.



ABSTRACT

This research aimed to examine the effect of net profit margin, return on investment, and debt to equity ratio on the stock price of automotive companies which were listed on Indonesia Stock Exchange.

The research was quantitative. While, the population was 13 automotive companies which were listed in Indonesia Stock Exchange (IDX) 2014-2018. Moreover, the data collection technique used saturated sampling, in which all population was used as sample. In line with, there 8 companies as sample. Furthermore, the data analysis technique used multiple linear regression with SPSS.

Based on hypothesis result, it concluded net profit margin had positive and significant effect on the stock price of automotive companies which were listed on Indonesia Stock Exchange. Likewise, return on investment had positive and significant effect on the stock price of automotive companies which were listed Indonesia Stock Exchange. On the other hand, debt to equity ratio had negative and insignificant effect on the stock price of automotive companies which were listed on Indonesia Stock Exchange.

Keywords: net profit margin, return on investment, debt to equity ratio, stock price

