

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh analisis fundamental yang diprosikan dengan *Net Profit Margin*, *Return On Asset*, *Price Earning Ratio* dan *Debt to Equity Ratio* terhadap harga saham. Populasi dalam penelitian ini diperoleh dengan menggunakan metode purposive sampling pada perusahaan sub sektor kabel yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2011-2016 dan berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 5 perusahaan sub sektor kabel. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa *Return On Asset* berpengaruh positif dan signifikan terhadap harga saham dengan koefisien regresi sebesar 471,830 dan tingkat signifikansi 0,002. *Debt to Equity Ratio* berpengaruh positif dan signifikan terhadap harga saham dengan koefisien regresi sebesar 459,595 dan tingkat signifikansi sebesar 0,020, sedangkan *Net Profit Margin* dan *Price Earning Ratio* tidak berpengaruh signifikan terhadap harga saham. Secara simultan, variabel *Net Profit Margin*, *Return On Asset*, *Price Earning Ratio* dan *Debt to Equity Ratio* memiliki pengaruh signifikan terhadap harga saham dengan tingkat signifikansi sebesar 0,004.

Kata kunci : NPM, ROA, PER, DER dan harga saham

ABSTRACT

This research is aimed to find out the influence of fundamental analysis which is proxy by Net Profit Margin, Return on Asset, Price Earnings Ratio and Debt to Equity Ratio to the stock prices. The population has been selected by using purposive sampling method at Sub-sector Cable Companies which are listed in Indonesia Stock Exchange (IDX) in 2011-2016 periods and based on the predetermined criteria, 5 Sub-sector Cable Companies have been selected as samples. The analysis method has been done by using multiple linear regression analysis and the SPSS (Statistical Product and Service Solutions) application tool.

The results show that Return on Asset give positive and significant influence to the stock prices with its regression coefficient of 471.830 and the significance level of 0.002. Debt to Equity Ratio give positive and significant influence to the stock price with its regression coefficient of 459.595 and the significance level of 0.020, whereas Net Profit Margin and Price Earnings Ratio do not have any significant influence to the stock price. Simultaneously, Net Profit Margin, Return on Asset, Price Earnings Ratio and Debt to Equity Ratio give significant influence to the stock price with its significance level of 0.004.

Keywords: NPM, ROA, PER, DER and stock prices

