

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Return On Asset* (ROA), *Debt to Equity Ratio* (DER), dan *Net Profit Margin* (NPM) terhadap harga saham perusahaan otomotif yang terdaftar di Bursa Efek Indonesia. Data yang digunakan merupakan laporan keuangan tahunan yang dipublikasikan perusahaan selama periode 2016 – 2020 didalam Bursa Efek Indonesia. Pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* dan mendapatkan 9 perusahaan yang sesuai dengan kriteria. Penelitian ini menggunakan metode kuantitatif dengan analisis regresi linear berganda menggunakan program SPSS versi 26. Hasil dalam penelitian ini menunjukkan bahwa *Return On Asset* (ROA) berpengaruh positif dan tidak signifikan terhadap harga saham, sedangkan *Debt to Equity Ratio* (DER), dan *Net Profit Margin* (NPM) berpengaruh positif dan signifikan terhadap harga saham perusahaan otomotif yang terdaftar di Bursa Efek Indonesia (BEI) periode 2016 – 2020.

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



ABSTRACT

This research aimed to examine the effect of Return On Asset (ROA), Debt To Equity Rasio (DER), and Net Profit Margin (NPM) on stock price of automotive companies which were listed on Indonesia Stock Exchange. The data were annual financial statements which were published by the companies during 2016-2020 in Indonesia Stock Exchange. Moreover, the data collection technique used purposive sampling technique. In line with that, there were 9 companies which fulfilled the criteria as the sample. Furthermore, the research was quantitative. Additionally, the data analysis technique used multiple linear regression with SPSS 26. In addition, the research result concluded that Return On Asset (ROA) had positive but insignificant effect on stock price. On the other hand, Debt To Equity Rasio (DER) as well as Net Profit Margin (NPM) had a positive and significant effect on stock price of automotive companies which were listed on Indonesia Stock Exchange (IDX) during 2016-2020.

Keywords: *ROA, DER, NPM, stock price*

