

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh rasio profitabilitas terhadap harga saham perusahaan *property* dan *real estate* yang terdaftar di Bursa Efek Indonesia tahun 2016-2020. Rasio profitabilitas yang digunakan dalam penelitian ini yaitu *return on equity*, *net profit margin*, dan *earning per share*.

Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria atau ciri-ciri yang telah di tentukan. Berdasarkan metode tersebut diperoleh sebanyak 16 perusahaan dari 81 perusahaan *property* dan *real estate* yang terdaftar di Bursa Efek Indonesia selama tahun 2016-2020. Penelitian ini menggunakan penelitian kuantitatif dan menggunakan jenis data sekunder. Metode analisis yang digunakan adalah analisis linier berganda dengan menggunakan aplikasi SPSS versi 26.

Hasil penelitian ini menunjukkan bahwa *return on equity* dan *net profit margin* berpengaruh negatif tidak signifikan terhadap harga saham, karena perusahaan dinilai belum maksimal meningkatkan pengembalian modal bagi pemegang saham serta menggambarkan imbal hasil yang akan diperoleh investor. Sedangkan, *earning per share* berpengaruh positif signifikan terhadap harga saham perusahaan *property* dan *real estate*. Hal ini menunjukkan bahwa bahwa kinerja perusahaan dalam keadaan baik, sehingga dapat dijadikan acuan investor untuk mengambil keputusan dalam melakukan investasinya.

Kata Kunci: *Return On Equity, Net Profit Margin, Earning Per Share*, Harga Saham.

ABSTRACT

This research aimed to examine the effect of profitability on stock price of Property and Real Estate companies which were listed on Indonesia Stock Exchange during 2016-2020. While profitability was used namely Return On Equity, Net Profit Margin, and Earning Per Share.

The data collection technique used purposive sampling, in which the sample was based on criteria given. In line with that, there were 16 samples from 81 Property and Real Estate companies which were listed on Indonesia Stock Exchange during 2016- 2020. Moreover, the research was quantitative and using secondary data. Furthermore, the data analysis technique used multiple linear regression with SPSS 26.

The research result concluded that Return On Equity as well as Net Profit Margin had a negative and insignificant effect on stock price, as the companies were optimally increasing capital return for stakeholders and showed investors' return. On the other hand, Earning Per Share had a positive and significant effect on stock price. This showed that companies' performance was in good condition, so that it could become investors' consideration in order to make investments.

Keywords: *Return On Equity, Net Profit Margin, Earning Per Share, Stock Price*



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