

## ABSTRAK

Penelitian ini meneliti perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2016-2020 yang bertujuan untuk menguji pengaruh variabel *Net Profit Margin* (NPM), *Return On Assets* (ROA), dan *Earning Per Share* (EPS) terhadap Harga Saham (HS).

Populasi pada penelitian ini merupakan perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia periode 2016-2020 berjumlah 19 perusahaan. Agar populasi menjadi homogen maka peneliti menentukan beberapa kriteria sehingga perusahaan yang dipilih menjadi 13 perusahaan. Sampel yang digunakan adalah sampel jenuh dimana populasi yang dipilih secara homogen menjadi sampel dalam penelitian ini. Jenis penelitian ini adalah penelitian Kausal Komperatif, dimana data yang digunakan adalah data sekunder. Analisis data menggunakan analisis regresi linier berganda dengan bantuan program SPSS (*Statistical Product and Service Solutions*) versi 25.

Hasil penelitian ini menunjukkan pengaruh *Net Profit Margin* berpengaruh positif dan signifikan terhadap harga saham, *Return On Assets* berpengaruh positif tetapi tidak signifikan terhadap harga saham, dan *Earning Per Share* berpengaruh positif dan signifikan terhadap harga saham.

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



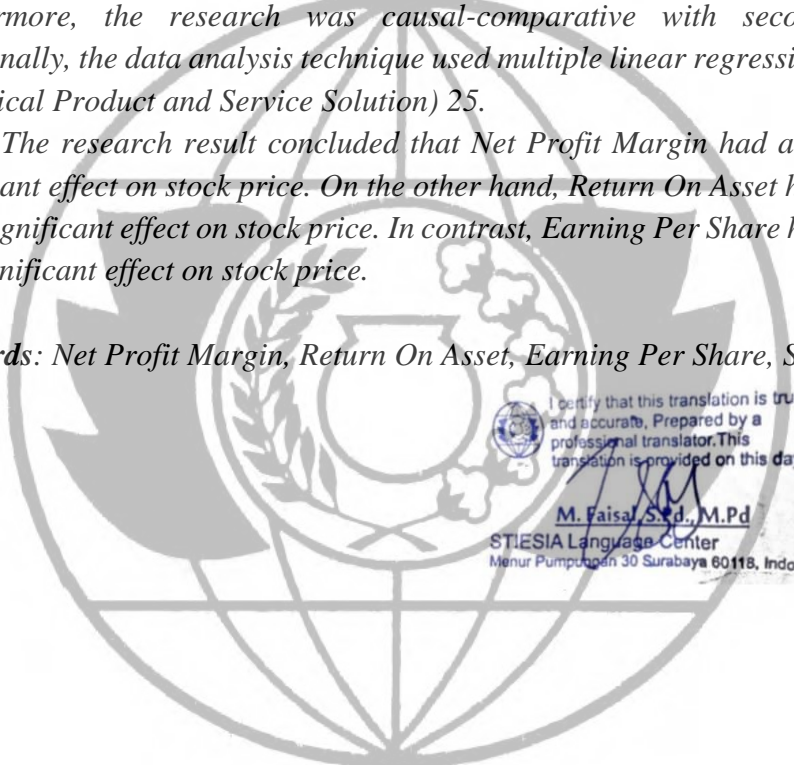
## **ABSTRACT**

*This research aimed to examine the effect of Net Profit Margin (NPM), Return On Asset (ROA), and Earning Per Share (EPS) on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange (IDX) during 2016-2020.*

*The population was 19 Food and Beverages companies which were listed on Indonesia Stock Exchange (IDX) during 2016-2020. Moreover, in order to have a homogeneous population, some criteria were given. Therefore, there were 13 Food and Beverages companies which fulfilled the criteria as the research sample. Furthermore, the research was causal-comparative with secondary data. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 25.*

*The research result concluded that Net Profit Margin had a positive and significant effect on stock price. On the other hand, Return On Asset had a positive but insignificant effect on stock price. In contrast, Earning Per Share had a positive and significant effect on stock price.*

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



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