

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Net Profit Margin* (NPM), *Current Ratio* (CR) dan *Earning Per Share* (EPS) terhadap Harga Saham. Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *Non Probability Sampling*, yaitu yang telah ditentukan anggota populasi 4 perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI) selama tahun 2016-2020. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan aplikasi SPSS 26. Berdasarkan hasil uji koefisien determinasi membuktikan bahwa *Net Profit Margin* (NPM), *Current Ratio* (CR) dan *Earning Per Share* (EPS) dapat menjelaskan Harga Saham sebesar 0,772 atau 77,2%, sisanya 23,8% dijelaskan oleh variabel yang tidak diikuti pada penelitian ini. Hasil uji hipotesis (Uji t) menunjukkan bahwa *Net Profit Margin* (NPM) *Current Ratio* (CR) berpengaruh tidak signifikan terhadap Harga Saham. *Earning Per Share* (EPS) berpengaruh signifikan terhadap Harga Saham.

Kata kunci: *Net Profit Margin* (NPM), *Current Ratio* (CR) dan *Earning Per Share* (EPS), Harga Saham

ABSTRACT

This study aimed to examine the effect of Net Profit Margin (NPM), Current Ratio (CR) and Earning Per Share (EPS) on stock price through the annual financial reports of the telecommunication companies. This study was a quantitative research which applies 4 telecommunication companies in Indonesia Stock Exchange as the population during 2016-2020. Moreover, this study applied the Non Probability Sampling method. Furthermore, the data analysis technique used multiple linear regression with SPSS 26. Based on the result of determination coefficient test, it proved Net Profit Margin (NPM), Current Ratio (CR), Earning Per Share (EPS) could Stock Price for about 0.772 or 77.2%. Meanwhile, the rest of 23.8% could be explained by other variables outside the research. The result concluded both Net Profit Margin (NPM) and Current Ratio (CR) insignificantly affected stock price of telecommunication companies. On the other hand, Earning Per Share (EPS) significantly affected stock price of telecommunication companies.

Keywords: *Net Profit Margin (NPM), Current Ratio (CR), Earning Per Share (EPS), Stock Price*



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