

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Return On Assets* (ROA), *Net Profit Margin* (NPM), dan *Earning Per Share* (EPS) terhadap harga saham pada perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia.

Variabel independen yang digunakan adalah *Return On Assets* (ROA), *Net Profit Margin* (NPM), dan *Earning Per Share* (EPS). Variabel dependen yang digunakan adalah harga saham. Populasi dalam penelitian ini adalah perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia dengan jumlah sebanyak 10 perusahaan selama periode 2015-2021. Jenis penelitian yang digunakan adalah penelitian kausal komparatif. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* yaitu pemilihan sampel berdasarkan kriteria-kriteria yang telah ditentukan, sehingga didapatkan sampel penelitian sebanyak 4 perusahaan. Data penelitian diambil selama 7 tahun yaitu tahun 2015-2021 dan diperoleh 28 data yang diolah. Metode analisis data menggunakan analisis regresi linier berganda dengan bantuan program SPSS (*Statistical Product and Service Solution*) versi 27.

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

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

## **ABSTRACT**

*This research aimed to examine the effect Return On Assets (ROA), Net Profit Margin (NPM), and Earning Per Share (EPS) on the stock price of the Telecommunications companies listed on The Indonesia Stock Exchange.*

*The independent variables were Return On Assets (ROA), Net Profit Margin (NPM), and Earning Per Share (EPS). While the dependent variables was the stock price. The population was Telecommunications companies listed on The Indonesia Stock Exchange consisting of 10 companies during 2015-2021. Moreover, the research was causal-comparative. The data collection used a purposive sampling method i.e., a sample selection based on the determined criteria. In line with that, there were 4 companies as the sample. Furthermore, the data were taken for 7 years 2015-2021 and obtained 28 observation data. The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 27.*

*The result showed that Return On Assets had an insignificant effect on the stock price. However, Net Profit Margin had a significant effect on the stock price. In contrast, Earning Per Share had insignificant effect on the stock price.*

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

