

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis *Net Profit Margin*, *Return On Assets*, dan *Earning Per Share* terhadap Harga Saham. Populasi dalam penelitian ini adalah perusahaan sektor Telekomunikasi di Bursa Efek Indonesia periode 2014-2021 sebanyak 6 perusahaan.

Teknik pengambilan sampel menggunakan metode *purposive sampling*, sehingga dengan kriteria yang ditentukan diperoleh sampel sebanyak 4 perusahaan sektor Telekomunikasi. Penelitian ini menggunakan data sekunder dengan sumber data yang diperoleh dari laporan keuangan perusahaan. Teknik analisis data menggunakan Analisis Regresi Linier Berganda melalui program SPSS.

Hasil analisis uji hipotesis (uji t) menunjukkan bahwa *Net Profit Margin* memiliki pengaruh positif dan signifikan terhadap Harga Saham, *Return On Assets* memiliki pengaruh negatif dan tidak signifikan terhadap Harga Saham, sedangkan *Earning Per Share* memiliki pengaruh positif dan tidak signifikan terhadap Harga Saham. Berdasarkan hasil koefisien determinasi (*R Square*) diperoleh nilai sebesar 0,579. Hal ini menandakan bahwa pengaruh dari *Net Profit Margin*, *Return On Assets*, dan *Earning Per Share* terhadap Harga Saham sebesar 57,9%, sedangkan 42,1% sisanya dipengaruhi oleh variabel lain di luar model penelitian ini.

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

ABSTRACT

This research aimed to find out and analyze Net Profit Margin, Return On Assets, and Earnings Per Share on the stock price. Moreover, the population was 6 telecommunication companies listed on The Indonesia Stock Exchange 2014-2021.

The data collection technique used purposive sampling, in which the sample was based on the criteria given. Furthermore, the data were secondary, in the form of companies' financial statements. The data analysis technique used multiple linear regression with SPSS.

The result of the hypothesis test (t-test) showed that Net Profit Margin had a significantly positive effect on the stock price. However, the Return On Assets had a negative and insignificant effect on the stock price. In contrast, the Earning Per Share had a positive but insignificant effect on the stock price. Additionally, based on the determination coefficient result, it showed that (R square) obtained 0,579. It meant the effect of Net Profit Margin, Return On Assets, and Earning Per Share on the stock price was 57,9%. While the rest 42,1% was affected by other variables outside the research.

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

