

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Net Profit Margim*, *Debt to Equity Ratio*, dan *Return on Asset* Terhadap *Return Saham* Pada Perusahaan *Food and Beverage* di Bursa Efek Indonesia (BEI) pada periode 2016 – 2021.

Jenis penelitian ini adalah penelitian kuantitatif dengan data penelitian yang digunakan adalah data sekunder berupa laporan keuangan perusahaan. Teknik pengambilan sampel menggunakan metode *purposive sampling* dan diperoleh sampel sebanyak 12 perusahaan dengan total 64 data observasi. Metode analisis yang digunakan adalah regresi linier berganda. Data dalam penelitian ini diolah dengan aplikasi SPSS versi 27.

Hasil penelitian menunjukkan bahwa: 1) NPM berpengaruh signifikan terhadap *return* saham, artinya tinggi rendahnya nilai NPM dapat memprediksi harga saham 2) DER berpengaruh tidak signifikan terhadap *return* saham, artinya perusahaan memiliki tingkat hutang yang tinggi sehingga peluang untuk mendapatkan *return* semakin kecil 3) ROA berpengaruh signifikan terhadap *return* saham, artinya kemampuan manajemen dalam menghasilkan laba bersih yang berasal dari aset perusahaan.

**Kata Kunci:** NPM, DER, ROA, *Return Saham*.



## ABSTRACT

*This research aimed to examine the effect of Net Profit Margin, Debt to Equity Ratio, and Return on Asset on the stock return at Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) during 2016- 2021.*

*The research was quantitative with secondary data. Moreover, the data were in the form of companies' financial statements. Furthermore, the data collection technique used purposive sampling. In line with that, there were 12 companies as the sample with 63 data observations. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution 27).*

*The result concluded that: 1) NPM had a significant effect on stock return. It meant the amount of NPM could predict stock price; 2) DER had an insignificant effect on stock return. This meant that, the higher the companies' debt level was, the lower the chance of getting stock return would be; 3) ROA had a significant effect on stock return. It meant the companies were able to get net profits which were from their assets. Consequently, they obtained a bigger stock return*

**Keywords:** NPM, DER, ROA, Stock Return

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