

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Return on Assets (ROA), Return on Equity (ROE), Earning Per Share (EPS), dan Net Profit Margin (NPM) terhadap harga saham perusahaan telekomunikasi di Bursa Efek Indonesia (BEI) periode 2019-2022.

Populasi dalam penelitian ini terdiri dari 21 perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2019-2022. Teknik pengambilan sampel yang digunakan adalah metode purposive sampling, berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 10 perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI). Metode analisis data yang digunakan adalah metode analisis regresi linear berganda dengan menggunakan aplikasi SPSS versi 27 (Statistical Product and Service Solutions).

Berdasarkan pengujian dengan menggunakan uji t menunjukkan bahwa Return on Assets (ROA) berpengaruh negatif dan signifikan terhadap harga saham, Return on Equity (ROE) berpengaruh negatif dan tidak signifikan terhadap harga saham, Earning Per Share (EPS) berpengaruh positif dan signifikan terhadap harga saham, dan Net Profit Margin (NPM) berpengaruh negatif dan tidak signifikan terhadap harga saham pada perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI) periode 2019-2022.

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

ABSTRACT

This research aimed to analyze the effect of Return On Assets (ROA), Return On Equity (ROE), Earning Per Share (EPS), and Net Profit Margin (NPM) on the stock price of Telecommunication companies listed on the Indonesia Stock Exchange (IDX) during 2019-2022.

The population was 21 Telecommunication companies listed on the Indonesia Stock Exchange (IDX) during 2019-2022. Moreover, the data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 10 Telecommunication companies listed on IDX as the sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solutions) 27 versions.

The result of the t-test showed that ROA had a negative and significant effect on stock price. However, ROE had a negative and insignificant effect on stock price. In contrast, EPS had a positive and significant effect on stock price. On the other hand, NPM had a negative and insignificant effect on the stock price of Telecommunication companies listed on IDX during 2019-2022.

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

