

## ABSTRAK

Penelitian ini bertujuan untuk menguji (1) pengaruh *Net Profit Margin* (NPM) terhadap harga saham, (2) pengaruh *Return On Equity* (ROE) terhadap harga saham, (3) pengaruh *Earning Per Share* (EPS) terhadap harga saham. Rasio-rasio keuangan menggunakan rasio NPM yang menggunakan rumus penjualan bersih dikurangi harga pokok penjualan dan dibagi sales, rasio ROE menggunakan rumus total laba bersih dibagi total ekuitas, rasio EPS menggunakan rumus laba bersih dibagi jumlah saham beredar dan rasio harga saham menggunakan harga saham penutupan.

Jenis penelitian adalah kuantitatif. Teknik pengumpulan data dari laporan tahunan perusahaan makanan dan minuman di BEI selama 3 tahun berturut-turut antara tahun 2019 sampai dengan tahun 2021. Populasi penelitian ini ada 34 perusahaan dengan teknik metode *purposive sampling*. Sampel yang terpilih dengan jumlah 31 perusahaan manufaktur sub sektor makanan dan minuman di Bursa Efek Indonesia (BEI) dengan periode 2019-2021 sehingga menghasilkan 18 sampel selama 3 tahun yang dilakukan dalam penelitian ini berjumlah 54 sampel. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil temuan penelitian ini adalah sebagai berikut, (1) *Net Profit Margin* (NPM) berpengaruh positif terhadap harga saham, (2) *Return On Equity* (ROE) tidak berpengaruh terhadap harga saham, dan (3) *Earning Per Share* (EPS) berpengaruh positif terhadap harga saham.

**Kata Kunci :** *Net Profit Margin* (NPM), *Return On Equity* (ROE), *Earning Per Share* (EPS) dan Harga Saham

## ABSTRACT

*This research aimed to examine (1) the effect of Net Profit Margin (NPM) on stock price, (2) the effect of Return On Equity (ROE) on stock price, (3) the effect of Earning Per Share (EPS) on stock price. Furthermore, the financial ratio used NPM, ROE, and EPS ratios. The NPM was net sales which were subtracted from sales base price and divided by sales. The ROE was total net profit which was divided by total equity. Moreover, the EPS was net profit which was divided by shares stock, and the stock price ratio used the closing stock price.*

*The research was quantitative. Additionally, the data were taken from annual reports of Food and Beverages manufacturing companies listed on the Indonesia Stock Exchange (IDX) for 3 years in a row (2019-2021). The population was 34 companies. However, only 31 companies were chosen. The data collection technique used purposive sampling. In line with that, there were 18 samples during 3 years of observation. In total, there were 54 data samples. In addition, the data analysis technique used multiple linear regression.*

*The result showed that 1) NPM affected stock price, (2) ROE did not affect stock price, and (3) EPS affected stock price.*

**Keywords:** *Net Profit Margin (NPM), Return On Equity (ROE), Earning Per Share (EPS), Stock Price*



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