ABSTRAK

Skripsi dengan judul "Pengaruh *Dividend Per Share* (DPS), *Price To Book Value* (PBV), *Net Profit Margin* (NPM), Dan *Return On Invesment* (ROI) Terhadap Harga Saham PT. Bank Mandiri, Tbk. Periode 2012-2019" ini ditulis oleh Mohammad Sabiila Al Kamil, NIM.12406173072, pembimbing Hj. Amalia Nuril Hidayati, M.Sy.

Penelitian ini dilatar belakangi oleh dikala saat ini semakin pesat bekembangnya teknologi digital terutama pada cakupan pasar modal, aktivitas investasi di pasar modal kian semakin dipermudah berkat perkembangan yang semakin canggih. Analisis dalam aktivitas investasi memang perlu diperhatikan terutama di sisi harga saham, naik turunnya harga saham dapat diakibatkan karena besar kecilnya volume permintaan saham. Maka dari itu nilai margin dan rasio-rasio profitabilitas seperti *Dividend Per Share*, *Price To Book Value*, *Net Profit Margin*, dan *Return On Invesment* memiliki efek yang mampu mengulik nilai perusahaan yaitu dengan wujud harga saham menjadi naik atau turun.

Penelitian ini bertujuan untuk mengetahui (1) pengaruh *Dividend Per Share* (DPS) terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019, (2) pengaruh *Price To Book Value* (PBV) terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019, (3) pengaruh *Net Profit Margin* (NPM) terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019, (4) pengaruh *Return On Invesment* (ROI) terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019, (5) pengaruh *Dividend Per Share* (DPS), *Price To Book Value* (PBV), *Net Profit Margin* (NPM), dan *Return On Invesment* (ROI) terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019 secara bersama-sama.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif, metode yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan Harga Saham sebagai variabel dependen, dan *Dividend Per Share* (DPS), *Price To Book Value* (PBV), *Net Profit Margin* (NPM), *Return On Invesment* (ROI) sebagai variabel independen. Pengolahan data menggunakan program komputer *IBM SPSS Statistic 20*.

Hasil penelitian ini menunjukkan bahwa secara parsial variabel *Dividend Per Share* (DPS), *Price To Book Value* (PBV), *Net Profit Margin* (NPM), dan *Return On Invesment* (ROI) memiliki pengaruh yang positif signifikan terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019. Kemudian secara simultan variabel *Dividend Per Share* (DPS), *Price To Book Value* (PBV), *Net Profit Margin* (NPM), dan *Return On Invesment* (ROI) memiliki pengaruh terhadap harga saham PT. Bank Mandiri, Tbk. periode 2012-2019.

Kata kunci: *Dividend Per Share*, *Price To Book Value*, *Net Profit Margin*, *Return On Invesment* dan Harga Saham

ABSTRACT

This thesis entitled "The influence of Dividend Per Share (DPS), Price To Book Value (PBV), Net Profit Margin (NPM), and Return On Invesment (ROI) on Against the Stock Price of PT. Bank Mandiri, Tbk. period 2012-2019" was written by Mohammad Sabiila Al Kamil, NIM. 12406173072, supervisior Hj. Amalia Nuril Hidayati, M.Sy.

This research is motivated by the current rapid development of digital technology, especially in the scope of the capital market, investment activities in the capital market are increasingly made easier thanks to increasingly sophisticated developments. Analysis in investment activities really needs to be considered, especially in terms of stock prices, the rise and fall of stock prices can be caused by the size of the volume of stock demand. Therefore, the margin value and profitability ratios such as Dividend Per Share, Price To Book Value, Net Profit Margin, and Return On Investment have the effect of being able to manipulate the value of the company, namely in the form of rising or falling stock prices.

This study aims to determine (1) the effect of Dividend Per Share (DPS) on the stock price of PT. Bank Mandiri, Tbk. period 2012-2019, (2) the effect of Price To Book Value (PBV) on the stock price of PT. Bank Mandiri, Tbk. period 2012-2019, (3) the effect of Net Profit Margin (NPM) on the stock price of PT. Bank Mandiri, Tbk. period 2012-2019, (4) the effect of Return On Investment (ROI) on the stock price of PT. Bank Mandiri, Tbk. period 2012-2019, (5) the effect of Dividend Per Share (DPS), Price To Book Value (PBV), Net Profit Margin (NPM), and Return On Investment (ROI) on the share price of PT. Bank Mandiri, Tbk. period 2012-2019 together.

This study uses a quantitative approach with associative research type, the method used in this study is multiple linear regression analysis with Stock Price as the dependent variable, and Dividend Per Share (DPS), Price To Book Value (PBV), Net Profit Margin (NPM). , Return On Investment (ROI) as an independent variable. Data processing using IBM SPSS Statistics 20 computer program.

The results of this study indicate that partially Dividend Per Share (DPS), Price To Book Value (PBV), Net Profit Margin (NPM), and Return On Investment (ROI) have a significant positive effect on the stock price of PT. Bank Mandiri, Tbk. period 2012-2019. Then simultaneously the variables Dividend Per Share (DPS), Price To Book Value (PBV), Net Profit Margin (NPM), and Return On Investment (ROI) have an influence on the stock price of PT. Bank Mandiri, Tbk. period 2012-2019.

Keywords: *Dividend Per Share, Price To Book Value, Net Profit Margin, Return On Investment, and Stock Price*