

ABSTRAK

Skripsi dengan judul “Pengaruh *Net Profit Margin*, *Return On Equity* dan *Debt to Equity Ratio* Terhadap Harga Saham Pada Perusahaan Sektor Perdagangan, Jasa Dan Investasi Yang Terdaftar Di Bursa Efek Indonesia Tahun 2015-2019.” ini ditulis oleh Siti Isnaini Syabana, NIM. 12406173093, Jurusan Manajemen Keuangan Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung dengan pembimbing Hj. Amalia Nuril Hidayati, S.E., M.Sy.

Penelitian ini dilatarbelakangi oleh Harga Saham yang menjadi salah satu acuan para kalangan investor sebelum melakukan penanaman modal pada perusahaan. Harga Saham yang baik tercermin dari laporan keuangan perusahaan. Apabila kinerja perusahaan membaik maka Harga Saham akan tinggi. Terdapat beberapa cara yang dapat digunakan untuk mengukur kinerja perusahaan dari Harga Saham yaitu dengan *Net Profit Margin*, *Return On Equity* dan *Debt to Equity Ratio*.

Penelitian ini bertujuan untuk mengetahui (1) Pengaruh *Net Profit Margin* (NPM) terhadap Harga Saham; (2) Pengaruh *Return On Equity* (ROE) terhadap Harga Saham; (3) Pengaruh *Debt to Equity Ratio* (DER) terhadap Harga Saham; (4) Pengaruh *Net Profit Margin*, *Return On Equity* dan *Debt to Equity Ratio* terhadap Harga Saham Pada Perusahaan Sektor Perdagangan, Jasa Dan Investasi Yang Terdaftar Di Bursa Efek Indonesia Tahun 2015-2019.

Metode analisis dalam penelitian ini adalah panel data, merupakan sekelompok data individual yang diteliti selama rentang waktu tertentu sehingga data panel memberikan informasi observasi setiap individu dalam sampel. Keuntungan menggunakan panel data yaitu dapat meningkatkan jumlah sampel populasi dan memperbesar *degree of freedom*, serta penggabungan informasi yang berkaitan dengan variabel *cross section* dan *time series*.

Hasil analisis menyatakan bahwa, (1) Secara parsial *Net Profit Margin* (NPM) berpengaruh positif dan signifikan terhadap Harga Saham (2) Secara parsial *Return On Equity* (ROE) tidak berpengaruh terhadap Harga Saham, (3) Secara parsial *Debt to Equity Ratio* (DER) berpengaruh negatif dan signifikan terhadap Harga Saham, (4) Sedangkan secara simultan, menunjukkan bahwa *Net Profit Margin*, *Return On Equity* dan *Debt to Equity Ratio* terhadap Harga Saham berpengaruh signifikan Pada Perusahaan Sektor Perdagangan, Jasa Dan Investasi Yang Terdaftar Di Bursa Efek Indonesia Tahun 2015-2019.

Kata Kunci: *Net Profit Margin*, *Return On Equity*, *Debt to Equity Ratio* dan Harga Saham

ABSTRACT

Thesis with the title "The Influence of Net Profit Margin, Return On Equity and Debt to Equity Ratio on Stock Prices in Trading, Service and Investment Sector Companies Listed on the Indonesia Stock Exchange in 2015-2019." This is written by Siti Isnaini Syabana, NIM. 12406173093, Department of Islamic Financial Management, Faculty of Islamic Economics and Business, IAIN Tulungagung with supervisor Hj. Amalia Nuril Hidayati, S.E., M.Sy.

This research is motivated by the stock price which is one of the references for investors before investing in the company. A good stock price is reflected in the company's financial statements. If the company's performance improves, the stock price will be high. There are several ways that can be used to measure the company's performance from the stock price, namely the Net Profit Margin, Return On Equity and Debt to Equity Ratio.

This study aims to determine (1) the effect of net profit margin (NPM) on stock prices; (2) The Effect of Return On Equity (ROE) on Stock Prices; (3) Effect of Debt to Equity Ratio (DER) on Stock Prices; (4) The Influence of Net Profit Margin, Return On Equity and Debt to Equity Ratio on Stock Prices in Trading, Service and Investment Sector Companies Listed on the Indonesia Stock Exchange in 2015-2019.

The method of analysis in this study is panel data, is a group of individual data that is examined over a certain period of time so that panel data provides information on the observations of each individual in the sample. The advantage of using panel data is that it can increase the number of population samples and increase the degree of freedom, as well as incorporating information related to cross section and time series variables.

The results of the analysis state that, (1) Partially Net Profit Margin (NPM) has a positive and significant effect on Stock Prices (2) Partially Return On Equity (ROE) has no effect on Stock Prices, (3) Partially Debt to Equity Ratio (DER) has a negative and significant effect on Stock Prices, (4) Simultaneously, it shows that Net Profit Margin, Return On Equity and Debt to Equity Ratio on Stock Prices have a significant effect on Trading, Service and Investment Sector Companies Listed on the Indonesia Stock Exchange 2015-2019 years.

Keywords: *Net Profit Margin, Return On Equity, Debt to Equity Ratio* and Stock Price