

ABSTRAK

Skripsi dengan judul "Pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE) dan *Net Profit Margin* (NPM) Terhadap Harga Saham" ditulis oleh Muhammad Ahsan Taufiki NIM 126406201053, pembimbing Ibu Wahyu Dwi Warsitasari, M.Pd.

Penelitian ini dilatar belakangi oleh sektor pertambangan yang menjadi salah satu pilar utama dalam kontribusi pendapatan untuk pembangunan ekonomi negara. Pertambangan menjadi salah satu sektor perusahaan yang terdaftar di Bursa Efek Indonesia yang memiliki peran sangat penting bagi perekonomian nasional, baik dalam sektor fiskal, moneter, maupun sektor riil. Kinerja perusahaan pertambangan menjadi perhatian utama bagi para investor dan pemangku kepentingan di pasar keuangan. Sehingga perusahaan perlu meningkatkan kinerja keuangan agar nantinya dapat berefek pada kenaikan harga saham. Harga saham yang naik akan meningkatkan minat investor untuk berinvestasi di sektor ini.

Rumusan masalah dalam penelitian ini yaitu (1) apakah ada pengaruh variabel *return on asset* (ROA), *return on equity* (ROE) dan *net profit margin* (NPM) secara simultan terhadap harga saham? (2) apakah ada pengaruh variabel *return on asset* (ROA) terhadap harga saham? (3) apakah ada pengaruh variabel *return on equity* (ROE) terhadap harga saham? (4) apakah ada pengaruh variabel *net profit margin* (NPM) terhadap harga saham?. Penelitian ini menggunakan pendekatan kuantitatif, jenis penelitian asosiatif dan sumber data adalah data sekunder. Teknik pengambilan sampel menggunakan purposive sampling, pengolahan data dalam penelitian ini menggunakan eviews 13 dengan teknik analisis regresi data panel.

Hasil penelitian ini dapat disimpulkan bahwa secara simultan variabel *return on asset* (ROA), *return on equity* (ROE) dan *net profit margin* (NPM) terhadap harga saham berpengaruh secara signifikan, *return on asset* (ROA) berpengaruh positif signifikan terhadap harga saham, *return on equity* (ROE) tidak berpengaruh signifikan terhadap harga saham, *net profit margin* (NPM) tidak berpengaruh signifikan terhadap harga saham.

Kata Kunci : ROA, ROE, NPM, Harga Saham

ABSTRACT

Thesis with the title "The Effect of Return On Asset (ROA), Return On Equity (ROE) and Net Profit Margin (NPM) on Share Price" written by Muhammad Ahsan Taufiki NIM 126406201053, supervisor Mrs Wahyu Dwi Warsitasari, M.Pd.

This research is motivated by the mining sector which is one of the main pillars in contributing revenue to the country's economic development. Mining is one of the company sectors listed on the Indonesia Stock Exchange which has a very important role for the national economy, both in the fiscal, monetary and real sectors. The performance of mining companies is a major concern for investors and stakeholders in the financial markets. So that companies need to improve financial performance so that later it can have an effect on the increase in stock prices. A rising share price will increase investor interest in investing in this sector.

The formulation of the problems in this study are (1) is there an effect of the variable return on assets (ROA), return on equity (ROE) and net profit margin (NPM) simultaneously on stock prices? (2) is there an effect of the variable return on assets (ROA) on stock prices? (3) is there an effect of the variable return on equity (ROE) on stock prices? (4) is there an effect of the net profit margin (NPM) variable on stock prices. This study uses a quantitative approach, the type of associative research and the data source is secondary data. The sampling technique used purposive sampling, data processing in this study using eviews 13 with panel data regression analysis techniques.

The results of this study can be concluded that simultaneously the variables of return on assets (ROA), return on equity (ROE) and net profit margin (NPM) on stock prices have a significant effect, return on assets (ROA) has a significant positive effect on stock prices, return on equity (ROE) has no significant effect on stock prices, net profit margin (NPM) has no significant effect on stock prices.

Keywords: ROA, ROE, NPM, Share Price