

PENGARUH RETURN ON ASSETS, RETURN ON EQUITY DAN NET PROFIT MARGIN TERHADAP HARGA SAHAM PERUSAHAAN FOOD AND BEVERAGE YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2020-2021

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ABSTRAK

Studi ini bermaksud untuk menentukan apakah Perusahaan Food And Beverage di Indonesia bisa berkembang dengan menggunakan rasio Return On Assets, Return On Equity dan Net Profit Margin. Pendekatan kuantitatif digunakan dalam analisis. Untuk periode waktu yang digunakan dalam penelitian ini ialah tahun 2020-2021 , peneliti akan menggunakan Perusahaan Food And Beverage sebagai objek penelitian. Teknik pengambilan sampel yakni *Purposive Sampling* dengan kriteria yang ditetapkan untuk mengumpulkan 22 sampel yang akan di uji dalam penelitian ini. Regresi Linier berganda, Uji Asumsi Klasik dan Uji Hipotesis digunakan sebagai alat analitik. Hasil penelitian menunjukkan bahwa secara parsial Return On Assets, Return On Equity berpengaruh positif dan signifikan terhadap harga saham sedangkan Net Profit Margin tidak berpengaruh terhadap harga saham. Secara simultan menunjukkan bahwa Return On Assets, Return On Equity dan Net Profit Margin berpengaruh dan signifikan terhadap harga saham.

Kata Kunci : Return On Assets, Return On Equity, Net Profit Margin, dan Harga Saham

THE INFLUENCE OF RETURN ON ASSETS, RETURN ON EQUITY AND NET PROFIT MARGIN ON STOCK PRICE OF FOOD AND BEVERAGE COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE 2020-2021 PERIOD

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ABSTRACT

This study intends to determine whether Food and Beverage Companies in Indonesia can develop by using the ratios of Return On Assets, Return On Equity and Net Profit Margin. A quantitative approach is used in the analysis. For the time period used in this study, namely 2020-2021, researchers will use Food and Beverage Companies as research objects. The sampling technique is purposive sampling with defined criteria to collect 22 samples to be tested in this study. Multiple Linear Regression, Classical Assumption Test and Hypothesis Test were used as analytical tools. The results showed that partially Return On Assets, Return On Equity has a positive and significant effect on stock prices while Net Profit Margin has no effect on stock prices. Simultaneously, it shows that Return On Assets, Return On Equity and Net Profit Margin have a significant and significant effect on stock prices.

Keywords : Return On Assets, R Return On Equity Net Profit Margin and Closing Price