

ABSTRAK

PENGARUH *RETURN ON ASSETS* (ROA), *NET PROFIT MARGIN* (NPM), *RETURN ON EQUITY* (ROE) TERHADAP HARGA SAHAM PADA PERUSAHAAN *FOOD AND BEVERAGES* YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2019 – 2021

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Dalam studi ini, kami menguji hubungan antara harga saham serta tiga rasio keuangan yakni *Return On Asset* (ROA), *Net Profit Margin* (NPM), serta *Return On Equity* (ROE). Laporan keuangan publikasi tahunan yang digunakan sebanyak 26 perusahaan makanan dan minuman yang tercatat di BEI tahun 2019 - 2021 serta menggunakan metode *sampling*. Menggunakan teknik analisis yakni pengujian statistik dengan metode regresi berganda serta uji hipotesis dengan uji F serta uji T yang telah diuji dengan uji asumsi klasik. Bersumber pada temuan penelitian, harga saham industri yang tercatat di BEI tahun 2019-2021 dipengaruhi secara signifikan oleh NPM, ROA, dan ROE. Secara masing-masing, tidak ada hubungan yang signifikan antara variabel NPM dan harga saham. Harga saham tidak dipengaruhi secara signifikan oleh ROA. Harga saham sangat dipengaruhi secara negatif oleh ROE. Diketahui jika koefisien determinasi (R^2) yaitu 0,310, artinya variabel bebas NPM, ROA, dan ROE dapat memberikan kontribusi sebesar 31% terhadap harga saham. Dan sisanya sebanyak 69% dijelaskan oleh variabel diluar penelitian.

Kata Kunci : ROA, NPM, ROE, dan Harga Saham

ABSTRACT

THE EFFECT OF RETURN ON ASSETS (ROA), NET PROFIT MARGIN (NPM), RETURN ON EQUITY (ROE) ON STOCK PRICES IN FOOD AND BEVERAGES COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE 2019-2021 PERIOD

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This research is to examine how stock prices are impacted by Net Profit Margin (NPM), Return on Assets (ROA), and Return on Equity (ROE). The information used in this research came from the industrial companies' annual published financial reports for the 2019–2021 period that were listed on the Indonesia Stock Exchange. Using a total sample of 26 Food and Beverage companies, the sampling method is used. The statistical test with multiple regression method and the previously tried F and T tests for hypotheses are the analysis techniques that were used. According to the findings, for the years 2019 through 2021, NPM, ROA, and ROE all had a sizable impact on stock prices in industrial companies on the IDX. NPM does not significantly affect stock prices, at least not in a major way. Stock prices are unaffected by the ROA variable in a major way. Stock values are significantly negatively impacted by the ROE variable. According to this study's results, the coefficient of determination (R^2) is equal to 0.310, which indicates that 31% of the Stock Price variable can be explained by the independent variables NPM, ROA, and ROE, while the remaining 69% is explained by other factors outside the equation.

Keywords: *NPM, ROA, ROE, and Stock Price*