

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Return on Equity (ROE), Loan to Deposit Ratio (LDR), Non-Performing Loan (NPL), dan Return on Asset (ROA) terhadap harga saham. Pendekatan penelitian ini dilakukan dengan kuantitatif dan pemilihan sampel dilakukan dengan menggunakan purposive sampling. Metode penelitian ini dilakukan menggunakan regresi plinear berganda dengan yang diteliti maka secara parsial

Keywords: *Return On Asset, Return On Equity, Loan to Deposit Ratio, dan Non Performing Loan*

ABSTRAK

This research aims to determine the influence of Return on Equity (ROE), Loan to Deposit Ratio (LDR), Non-Performing Loan (NPL), and Return on Asset (ROA) on stock prices. The research uses an approach quantitative and the sample selection is done using purposive sampling. The research method involves multiple linear regression analysis. The results show that ROA and LDR do not have a significant influence, while ROE and NPL substantially influence stock prices.

Keywords: *Return On Asset, Return On Equity, Loan to Deposit Ratio, Non-Performing Loan, Stock Price.*