

ABSTRACT

The purpose of this study is to determine the effect of Net Profit Margin, Return On Equity, Return On Assets, Current Ratio on Stock Prices in Food and Beverage Companies Listed on the Indonesia Stock Exchange in 2021 -2023. The method used in this study is a quantitative method. The results of the study are that Net Profit Margin has a positive and significant effect on stock prices. Return On Equity partially does not have a significant effect on Stock Prices. Return On Assets tends to have a positive effect on stock prices, but its effect is not statistically significant at the 95% confidence level. Current Ratio does not have a significant effect partially on stock prices. However, simultaneously, Net Profit Margin, Return On Equity, Return On Assets, and Current Ratio have a significant effect on Stock Prices.

Keywords: *Net Profit Margin, Return On Equity, Return On Assets, Current Ratio, Share Price*

ABSTRAK

Tujuan penelitian untuk mengetahui pengaruh Net Profit Margin, Return On Equity, Return On Assets, Current Ratio Terhadap Harga Saham Pada Perusahaan Food And Beverage Yang Terdaftar Di Bursa Efek Indonesia Tahun 2021 –2023. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Hasil penelitian adalah Net Profit Margin memiliki pengaruh positif dan signifikan terhadap harga saham. Return On Equity secara parsial tidak memiliki pengaruh signifikan terhadap Harga Saham. Return On Assets memiliki kecenderungan berpengaruh positif terhadap harga saham, namun pengaruhnya tidak signifikan secara statistik pada tingkat kepercayaan 95%. Current Ratio tidak memiliki pengaruh signifikan secara parsial terhadap harga saham. Namun secara simultan, Net Profit Margin, Return On Equity, Return On Assets, dan Current Ratio memiliki pengaruh signifikan terhadap Harga Saham.

Kata Kunci: *Net Profit Margin, Return On Equity, Return On Assets, Current Ratio, Harga Saham*