

**ANALISIS PENGARUH RETURN ON ASSETS, NET PROFIT MARGIN  
EARNING PER SHARE DAN RETURN ON EQUITY**  
**TERHADAP HARGA SAHAM**  
**(STUDI KASUS PADA PERUSAHAAN MANUFAKTUR SUB-SEKTOR  
FOOD AND BEVERAGE YANG TERDAFTAR DI BURSA EFEK  
INDONESIA PERIODE 2015 – 2018)**

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**ABSTRAK**

Penelitian ini disusun bertujuan untuk mengetahui tingkat signifikansi variabel *Return On Assets, Net Profit Margin, Earning Per Share dan Return On Equity* terhadap harga saham pada Perusahaan Manufaktur subsektor *Food and beverage* yang terdaftar di BEI Periode 2015 – 2018.

Penelitian ini menggunakan teknik *purposive sampling*. Sampel yang digunakan dalam penelitian ini sebanyak 16 perusahaan yang terdaftar di Bursa Efek Indonesia (BEI). Data diperoleh dari laporan keuangan perusahaan tahun 2015 -2018. Analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda untuk mengetahui *Return On Assets, Net Profit Margin, Earning Per Share dan Return On Equity* terhadap harga saham pada Perusahaan Manufaktur subsektor *Food and beverage* yang terdaftar di BEI Periode 2015 – 2018.

Berdasarkan uji asumsi klasik yaitu uji normalitas, uji heteroskedastisitas, uji multikolinearitas, dan uji autokorelasi tidak ditemukan adanya penyimpangan. Hal ini menunjukkan bahwa data yang tersedia telah memenuhi syarat untuk digunakan pada model persamaan regresi linier berganda. Hasil analisis secara parsial menunjukkan jika variabel *Return On Assets* berpengaruh positif secara signifikan terhadap *Harga saham*. *Net Profit Margin* berpengaruh positif dan signifikan terhadap harga saham., variabel *Earning Per Share* berpengaruh positif secara signifikan terhadap *Harga Saham*, *Return On Equity* berpengaruh negatif dan tidak signifikan terhadap *Harga Saham*. Sedangkan hasil uji secara simultan menunjukkan bahwa keempat variabel berpengaruh positif secara signifikan terhadap *Harga Saham*. Kemampuan prediksi dari ketiga variabel terhadap *Harga Saham* adalah sebesar 84,4%, sementara 15,6% lainnya dijelaskan oleh variabel lain diluar variabel independen yang ada didalam penelitian.

**Kata Kunci : ROA,NPM,EPS,ROE,Harga Saham.**

**ANALYSIS OF THE EFFECT OF RETURN ON ASSETS, NET PROFIT  
MARGIN, EARNING PER SHARE AND RETURN ON EQUITY  
ON STOCK PRICES  
(CASE STUDY ON FOOD AND BEVERAGE SUB-SECTOR  
MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK  
EXCHANGE PERIOD 2015 - 2018)**

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**ABSTRAK**

This study was structured aimed to determine the level of significance of the variables Return On Assets, Net Profit Margin, Earning Per Share and Return On Equity to stock prices in the Food and Beverage sub-sector Manufacturing Companies listed on the Stock Exchange Period 2015 - 2018.

This research uses purposive sampling technique. The samples used in this study were 16 companies listed on the Indonesia Stock Exchange (IDX). Data obtained from the 2015-2020 company's financial statements. The analysis used in this research is multiple regression analysis to determine the Return On Assets, Net Profit Margin, Earning Per Share and Return On Equity to stock prices in the Food and Beverage sub-sector Manufacturing Companies listed on the Indonesia Stock Exchange Period 2015 - 2018.

Based on the classic assumption test, namely the normality test, the heteroscedasticity test, the multicollinearity test, and the autocorrelation test there were no deviations. This shows that the available data meets the requirements for use in the multiple linear regression equation model. The results of the partial analysis show that the Return On Assets variable has a significant positive effect on stock prices. Net Profit Margin has a positive and significant effect on stock prices., Earning Per Share variable has a significant positive effect on Stock Prices, Return On Equity has a negative and not significant effect on Stock Prices. While the test results simultaneously show that the ix our variables significantly positive effect on stock prices. The predictive ability of the three variables on the Share Price is 84.4%, while the other 15.6% is explained by other variables outside the independent variables in the study.

***Keyword : ROA,NPM,EPS,ROE,ON STOCK PRICE***