

ABSTRACT

THE INFLUENCE OF PROFIT MARGIN, DIVIDEN PAYOUT RATIO, AND DEBT TO EQUITY RATIO ON STOCK PRICES

(Survey of IDX30 Companies on the Indonesian Stock Exchange 2018-2022)

By:

DELSI AMALIA PUTRI

NPM. 203403111

Guide by:

Prof. Dr. H. Dedi Kusmayadi, S.E., M.Si., Ak., CA., CRA., CRP., ACPA., CPA

R. Neneng Rina A., S.E., M.M., Ak., CA. CFRM

This study aims to determine the profit margin, dividend payout ratio, debt to equity ratio, and stock price of the IDX30 company on the Indonesia Stock Exchange period 2018-2022 and to examine the effect of profit margin, dividend payout ratio, and debt to equity ratio on stock prices either partially or simultaneously. The research method used is a quantitative descriptive method with a survey approach. The sample data taken using purposive sampling method obtained 9 companies from a total population of 54 companies. The sample data obtained is then processed using Eviews 12 software for panel data regression analysis. The results showed that profit margin, dividend payout ratio, debt to equity ratio, and stock prices have increased and decreased. Partially, Profit Margin has a significant positive effect on Stock Prices, Dividend Payout Ratio has an insignificant positive effect on Stock Prices, and Debt to Equity Ratio has a significant negative effect on Stock Prices. Simultaneously, Profit Margin, Dividend Payout Ratio, and Debt to Equity Ratio have a significant effect on Stock Prices in IDX30 companies on the Indonesia Stock Exchange in 2018-2022.

Keywords: *Profit Margin, Dividen Payout Ratio, Debt to Equity Ratio, Stock Price*

ABSTRAK

PENGARUH *PROFIT MARGIN, DIVIDEN PAYOUT RATIO, DAN DEBT TO EQUITY RATIO* TERHADAP HARGA SAHAM (Survei pada Perusahaan IDX30 di Bursa Efek Indonesia Tahun 2018-2022)

Oleh:

DELSI AMALIA PUTRI

NPM. 203403111

Dibimbing Oleh:

Prof. Dr. H. Dedi Kusmayadi, S.E., M.Si., Ak., CA., CRA., CRP., ACPA., CPA

R. Neneng Rina A., S.E., M.M., Ak., CA. CFRM

Penelitian ini bertujuan untuk mengetahui *Profit Margin, Dividen Payout Ratio, Debt to Equity Ratio*, dan Harga Saham pada Perusahaan IDX30 di Bursa Efek Indonesia tahun 2018-2022 serta meneliti pengaruh *Profit Margin, Dividen Payout Ratio*, dan *Debt to Equity Ratio* terhadap Harga Saham baik secara parsial maupun secara simultan. Metode penelitian yang digunakan adalah metode kuantitatif deskriptif dengan pendekatan survei. Data sampel yang diambil menggunakan metode *purposive sampling* yang diperoleh 9 perusahaan dari total populasi 54 perusahaan. Data sampel yang diperoleh kemudian diolah menggunakan perangkat lunak *Eviews 12* untuk dilakukan analisis regresi data panel. Hasil penelitian menunjukkan bahwa *profit margin, dividen payout ratio, debt to equity ratio*, dan harga saham mengalami kenaikan dan penurunan. Secara Parsial *Profit Margin* berpengaruh positif signifikan terhadap harga saham, *Dividen Payout Ratio* berpengaruh positif tidak signifikan terhadap harga saham, dan *Debt to Equity Ratio* berpengaruh negatif signifikan terhadap harga saham. Secara Simultan, *Profit Margin, Dividen Payout Ratio*, dan *Debt to Equity Ratio* berpengaruh signifikan terhadap harga saham pada perusahaan IDX30 di Bursa Efek Indonesia Tahun 2018-2022.

Kata Kunci: *Profit Margin, Dividen Payout Ratio, Debt to Equity Ratio*, Harga Saham