

***THE INFLUENCE OF RETURN ON EQUITY (ROE), NET PROFIT MARGIN (NPM),
RETURN ON ASSETS (ROA) ON DEBT TO EQUITY RATIO (DER) ON STOCK
PRICE***

***(Survey on Property Companies Go Public listed in Indonesia Stock Exchange
Period 2015 - 2019)***

ABSTRACT

By :

***YANTI SUMIATI
NPM 198334010***

Guidance I : H. Ade Komaludin

Guidance II : Ati Rosliyati

The purpose of this study were to know and analysis. (1) Return On Equity, Net profit margin, Return On Assets, Debt to equity ratio and Stock Price in Property companies (2) The influence of Return On Equity, Net profit margin, Return On Assets and Debt to equity ratio on Stock Price in Property companies partially (3) The influence of Return On Equity, Net profit margin, Return On Assets and Debt to equity ratio on Stock Price in Property companies simultaneously. The research method used analysis descriptive method with survey approach. The data analysis technique used panel data regression. The population in this research was Property companies listed in Indonesia Stock Exchange, with period between 2015 - 2019. The results of the research showed that: (1) Return On Equity, Net profit margin, Return On Assets, Debt to equity ratio and stock price is have variation. (2) Return On Equity, Net profit margin, Return On Assets and Debt to equity ratio simultaneously have a significant effect on stock price. (3) Return On Equity and Return On Assets partially have a significant positive effect to the stock price, Net Profit Margin and Debt to Equity Ratio have a significant negative effect to the stock price

Keywords : Return On Equity, Net Profit Margin, Return On Assets, Debt to Equity Ratio and Stock Price.

**PENGARUH *RETURN ON EQUITY* (ROE), *NET PROFIT MARGIN* (NPM),
RETURN ON ASSETS (ROA) DAN *DEBT TO EQUITY RATIO* (DER) TERHADAP
HARGA SAHAM
(Sensus pada studi Perusahaan *Property Go Public* di Bursa Efek Indonesia
Tahun 2015 - 2019)**

ABSTRAK

Oleh :

**YANTI SUMIATI
NPM 198334010**

Pembimbing I : H. Ade Komaludin

Pembimbing II : Ati Rosliyati

Penelitian ini bertujuan untuk mengetahui dan menganalisis (1) *Return On Equity*, *Net profit margin*, *Return On Assets*, *Debt to equity ratio* dan Harga Saham pada perusahaan *Property* (2) Pengaruh *Return On Equity*, *Net profit margin*, *Return On Assets* dan *Debt to equity ratio* terhadap harga saham pada perusahaan *Property* secara parsial (3) Pengaruh *Return On Equity*, *Net profit margin*, *Return On Assets* dan *Debt to equity ratio* terhadap harga saham pada perusahaan *Property* secara simultan. Metode yang digunakan adalah metode deskriptif analisis dengan pendekatan survei. Teknik analisis data yang digunakan adalah regresi data panel. Populasi yang digunakan dalam penelitian ini adalah perusahaan *Property* yang terdaftar di Bursa Efek Indonesia tahun 2015 – 2019. Hasil penelitian menunjukkan bahwa : (1) *Return On Equity*, *Net profit margin*, *Return On Assets*, *Debt to equity ratio* dan harga saham memiliki nilai yang bervariasi. (2) *Return On Equity*, *Net profit margin*, *Return On Assets* dan *Debt to equity ratio* secara simultan berpengaruh signifikan terhadap harga saham. (3) *Return On Equity* dan *Return On Assets* secara parsial berpengaruh positif signifikan terhadap harga saham, *Net Profit Margin* dan *Debt to Equity Ratio* berpengaruh negative signifikan terhadap harga saham.

Kata Kunci : *Return On Equity*, *Net Profit Margin*, *Return On Assets*, *Debt to Equity Ratio* dan Harga Saham.