

## ABSTRAK

**Dewi, Ni Luh Anggita (2024)**, *Pengaruh Reputasi Auditor, Net Interest Margin dan Sentimen Investor Terhadap Harga Saham Sektor Perbankan Di Bursa Efek Indonesia Tahun 2020-2022*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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*Kata-kata kunci: reputasi auditor, net interest margin, sentiment investor, harga saham*

Penelitian ini bertujuan untuk menganalisis pengaruh reputasi auditor, net interest margin dan sentimen investor secara parsial dan simultan terhadap harga saham sektor perbankan di Bursa Efek Indonesia tahun 2020-2022. Jumlah sampel penelitian sebanyak 35 perusahaan yang diamati selama 3 tahun yang ditentukan dengan teknik purposive sampling dan menggunakan metode analisis data regresi linear berganda. Hasil penelitian menunjukkan reputasi auditor, *net interest margin* dan sentimen investor berpengaruh secara parsial dan simultan terhadap harga saham sektor perbankan di Bursa Efek Indonesia tahun 2020-2022.



## **ABSTRACT**

Dewi, Ni Luh Anggita (2024), The Influence of Auditor Reputation, Net Interest Margin and Investor Sentiment on Banking Sector Share Prices on the Indonesian Stock Exchange in 2020-2022. Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and examined by Supervisor I: Dr. Ni Kadek Sinarwati, SE., M.Sc., Ak, and Supervisor II: Dr. Fridayana Yudiaatmaja, M.Sc.

Key words: auditor reputation, net interest margin, investor sentiment, share price

This research aims to analyze the influence of auditor reputation, net interest margin and investor sentiment partially and simultaneously on banking sector share prices on the Indonesia Stock Exchange in 2020-2022. The total research sample was 35 companies observed for 3 years which was determined using purposive sampling techniques and using multiple linear regression data analysis methods. The research results show that auditor reputation, net interest margin and investor sentiment have a partial and simultaneous influence on banking sector share prices on the Indonesia Stock Exchange in 2020-2022.

