

**PENGARUH *RETURN ON ASSETS* DAN *RETURN ON EQUITY*
SERTA NET PROFIT MARGIN TERHADAP *HARGA SAHAM*
INDEKS LQ-45 DI BURSA EFEK INDONESIA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji temuan eksplanatif tentang pengaruh *return on assets*, dan *return on equity* serta *net profit margin* terhadap harga saham secara simultan dan parsial pada perusahaan LQ-45. Subjek penelitian ini adalah perusahaan LQ-45 dan objek penelitian adalah *return on assets*, *return on equity*, *net profit margin* dan harga saham. Data dikumpulkan dengan pencatatan dokumen, dan dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) ada pengaruh signifikan secara simultan dari *return on assets*, *return on equity* dan *net profit margin* terhadap *harga saham* sebesar 71,8%, (2) ada pengaruh positif dan signifikan secara parsial dari *return on assets* terhadap *harga saham* sebesar 52,1%, (3) ada pengaruh positif dan signifikan secara parsial dari *return on equity* terhadap *harga saham* sebesar 26,0%, (4) ada pengaruh positif dan signifikan secara parsial dari *net profit margin* terhadap *harga saham* sebesar 52,7%.

Kata-kataKunci: *Return on assets*, *return on equity*, *net profit margin*, *harga saham*

ABSTRAK

This study aims to examine explanative finding about the effect of *return on asset*, *return on equity* and *net profit margin* on share price simultaneously and partially in LQ-45 companies. The subject of this research is the LQ-45 company and the research objects are *return on assets*, *return on equity*, *net profit margin* and stock price. Data were collected by recording documents and analyzed by multiple linear regression analysis. The results show that (1) there is a simultaneous significant effect of *return on asset*, *return on equity* and *net profit margin* on stock price of 71.8%, (2) there is a partially positive and significant effect of *return on assets* on stock price amounting to 52.1%, (3) there is a partially positive and significant effect of *return on equity* on stock price of 26.0%, (4) there is a partially positive and significant effect on *net profit margin* on stock price of 52.7%.

Key Words: *Return on assets*, *return on equity*, *net profit margin*, *stock price*