

PENGARUH PANDEMI COVID-19 DAN KINERJA KEUANGAN TERHADAP HARGA SAHAM PERUSAHAAN TELEKOMUNIKASI YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI)

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ABSTRAK

Harga saham adalah suatu harapan investor maupun calon investor terhadap profitabilitas, likuiditas maupun ekuitas suatu entitas. Penelitian ini memiliki tujuan mengkaji dampak pandemi Covid-19 dan pengaruh kinerja keuangan terhadap harga saham perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia. Variabel Covid-19 diukur menggunakan harga saham harian 30 hari sebelum dan 30 hari sesudah adanya pandemi covid-19. Sedangkan kinerja keuangan diukur menggunakan ROA, NPM, dan OPM. Populasi dalam penelitian ini adalah lima perusahaan telekomunikasi yang terdaftar di BEI yang diperoleh dari metode *purposive sampling*. Teknik yang digunakan untuk menganalisis dampak covid-19 terhadap harga saham adalah *uji paired sample t-test* atau *wilcoxon signed ranked test* dengan bantuan program SPSS. Sedangkan teknik analisis yang digunakan untuk menganalisis pengaruh ROA, NPM, dan OPM adalah uji regresi linier berganda dengan bantuan program SPSS. Hasil dari penelitian ini menunjukkan bahwa Covid-19 menunjukkan adanya perbedaan sebelum dan sesudah adanya pandemi covid-19 terhadap harga saham. Sementara itu, *Return On Asset (ROA)*, *Net Profit Margin (NPM)* berpengaruh positif terhadap harga saham dengan tingkat signifikansi $<0,05$ sedangkan *Operating Profit Margin (OPM)* tidak berpengaruh signifikan terhadap harga saham.

Kata kunci : Covid-19, ROA, NPM, OPM, Harga Saham

THE EFFECT OF THE COVID-19 PANDEMIC AND FINANCIAL PERFORMANCE ON STOCK PRICES OF TELECOMMUNICATION COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (IDX)

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ABSTRACT

Share price is a picture that shows the selling price of an entity. This study aims to determine the impact of the Covid-19 pandemic and the effect of financial performance on stock prices of telecommunications companies listed on the Indonesia Stock Exchange. The Covid-19 variable is measured using daily stock prices 30 days before and 30 days after the COVID-19 pandemic. While financial performance is measured using ROA, NPM, and OPM. The population in this study were five telecommunication companies listed on the Indonesia Stock Exchange which were obtained from purposive sampling method. The technique used to analyze the impact of COVID-19 on stock prices is the paired sample t-test or the Wilcoxon signed ranked test with the help of the SPSS program. While the analytical technique used to analyze the effect of ROA, NPM, and OPM is multiple linear regression test with the help of SPSS program. The results of this study indicate that Covid-19 shows differences before and after the COVID-19 pandemic on stock prices. Meanwhile, Return On Assets (ROA), Net Profit Margin (NPM) have a positive effect on stock prices with a significance level of <0.05 while Operating Profit Margin (OPM) has no significant effect on stock prices

Keywords : Covid-19, ROA, NPM, OPM, Share Price