

ABSTRAK

Saroh Nurul Hoiroti, *Pengaruh Earning Per Share (EPS), Net Profit Margin (NPM), Return On Equity (ROE), Long Term Debt To Equity Ratio (LDER), Debt To Asset Ratio (DAR)* terhadap Harga Saham pada perusahaan Otomotif Dan Komponennya yang terdaftar di Bursa Efek Indonesia periode 2010-2017. di bawah bimbingan bapak Drs. Ec. H. Makhmud Zulkifli, MSi dan Ibu Yustina Chrismardani, SSi, MM.

Tujuan penelitian ini adalah untuk mengetahui bukti empiris mengenai pengaruh *Earning Per Share (EPS), Net Profit Margin (NPM), Return On Equity (ROE), Long Term Debt To Equity Ratio (LDER), Debt To Asset Ratio (DAR)* terhadap Harga Saham pada Perusahaan Otomotif dan Komponennya Yang Terdaftar di Bursa Efek Indonesia periode 2010-2017.

Populasi penelitian ini adalah Perusahaan Otomotif Dan Komponennya Yang Terdaftar Di Bursa Efek Indonesia yang mempublikasikan laporan keuangan (laporan tahunan) selama periode 2010-2017, dengan teknik dengan teknik pengambilan sampel sebanyak 6 perusahaan. Untuk pengujian instrument menggunakan Uji Asumsi Klasik, sedangkan teknis analisis data yang digunakan untuk mengetahui hipotesis adalah menggunakan regresi linier berganda dengan menggunakan uji t (parsial), dan uji koefisien determinasi (R^2).

Berdasarkan penelitian menunjukkan bahwa secara parsial variabel *Earning Per Share (EPS)* berpengaruh positif dan signifikan terhadap harga saham, *Net Profit Margin (NPM)* berpengaruh negatif dan tidak signifikan terhadap harga saham, *Return On Equity (ROE)* berpengaruh negatif dan tidak signifikan terhadap harga saham, *Long Term Debt To Equity Ratio (LDER)* berpengaruh positif dan tidak signifikan terhadap harga saham dan *Debt To Asset Ratio* berpengaruh negatif dan tidak signifikan terhadap harga saham.

kata kunci : *Earning Per Share (EPS), Net Profit Margin (NPM), Return On Equity (ROE), Long Term Debt To Equity Ratio (LDER), debt To Asset Ratio (DAR)* dan Harga Saham.

ABSTRACT

Saroh Nurul Hoiroti, Effect of Earning Per Share (EPS), Net Profit Margin (NPM), Return On Equity (ROE), Long Term Debt To Equity Ratio (LDER), Debt To Asset Ratio (DAR) to Stock Prices in Automotive Companies The components are listed on the Indonesia Stock Exchange 2010-2017. Under the guidance of Mr. Drs. Ec. H. Makhmud Zulkifli, MSi and Ms. Yustina Chrismardani, SSI, MM.

The purpose of this study is to find out empirical evidence regarding the effect of Earning Per Share (EPS), Net Profit Margin (NPM), Return On Equity (ROE), Long Term Debt To Equity Ratio (LDER), Adapted Debt To Asset Ratio (DAR) Shares in Automotive Companies and their Components Registered on the Indonesia Stock Exchange 2010-2017.

The population of this study is the Automotive and Component Companies Registered in the Indonesian Securities Company that publish financial reports (annual reports) during the period 2010-2017, with techniques with a sampling technique of 6 companies. To test the instrument using the Classical Assumption Test, while the technical data analysis used to determine the hypothesis is to use multiple linear regression using the t test (partial), and test the coefficient of determination (R²).

Based on research shows that partially variable Earning Per Share (EPS) has a positive and significant effect on stock prices, Net Profit Margin (NPM) has a negative and not significant effect on stock prices, Return On Equity (ROE) has a negative and not significant effect on stock prices, Long Term Debt To Equity Ratio (LDER) has a positive and not significant effect on stock prices and the Debt To Asset Ratio has a negative and not significant effect on stock prices.

keywords: *Earning Per Share (EPS), Net Profit Margin (NPM), Return On Equity (ROE), Long Term Debt To Equity Ratio (LDER), debt to Asset Ratio (DAR) and Stock Price.*