

**PENGARUH RETURN ON EQUITY (ROE),
EARNING PER SHARE (EPS), NET PROFIT MARGIN (NPM) TERHADAP
HARGA SAHAM PERUSAHAAN YANG TERDAFTAR DI BURSA EFEK
INDONESIA INDEX HIGH DIVIDEND 20 PERIODE 2019-2021**
(Studi Empiris pada Perusahaan yang Terdaftar di Bursa Efek Indonesia *Index High
Dividend* 20 Periode 2019-2021)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh dari *Return on Equity* (ROE), *Earning per Share* (EPS), *Net Profit Margin* (NPM) terhadap harga saham perusahaan yang terdaftar di Bursa Efek Indonesia *Index High Dividend* 20 periode 2019-2021. Penelitian ini menggunakan analisis data panel gabungan dari *cross section* 14 perusahaan & *time series* 2019 hingga 2021. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non acak yaitu *purposive sampling method*. Hasil uji spesifikasi model menunjukkan bahwa pendekatan FEM (*Fixed Effect Model*) adalah model terbaik untuk digunakan. Pengolahan data dalam penelitian ini menggunakan *Eviews* 9. Hasil dari penelitian ini didapatkan bahwa : 1) *Return on Equity* (ROE) secara parsial berpengaruh positif dan signifikan terhadap harga saham di *Index High Dividen* 20 periode 2019-2021. 2) *Earning per Share* (EPS) secara parsial tidak berpengaruh signifikan terhadap harga saham di *Index High Dividen* 20 periode 2019-2021. 3) *Net Profit Margin* (NPM) secara parsial berpengaruh positif dan signifikan terhadap harga saham di *Index High Dividen* 20 periode 2019-2021.

Kata Kunci : *Return on Equity* (ROE), *Earning per Share* (EPS), *Net Profit Margin* (NPM)

THE INFLUENCE OF RETURN ON EQUITY (ROE), EARNING PER SHARE (EPS), NET PROFIT MARGIN (NPM) ON STOCK PRICE OF COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE INDEX HIGH DIVIDEND 20 PERIOD 2019-2021

(Empirical Study of Companie Listed on the Stock Exchange Indonesia Index High Dividend 20 Period 2019-2021)

ABSTRACT

This study aims to determine and analyze the effect of Return on Equity (ROE), Earning per Share (EPS), Net Profit Margin (NPM) on the stock prices of companies listed on the Indonesia Stock Exchange Index High Dividend 20 for the 2019-2021 period. This study uses combined panel data analysis from cross sections 14 companies & time series 2019 to 2021. The sampling technique used in this study was non-random, namely the purposive sampling method. The results of the model specification test show that the FEM (Fixed Effect Model) approach is the best model to use. Data processing in this study uses Eviews 9. The results of this study show that: 1) Return on Equity (ROE) partially has a positive and significant effect on stock prices in the High Dividend Index 20 for the 2019-2021 period. 2) Earning per Share (EPS) partially has no significant effect on stock prices in the High Dividend Index 20 for the 2019-2021 period. 3) Net Profit Margin (NPM) partially has a positive and significant effect on stock prices in the High Dividend Index 20 for the 2019-2021 period.

Keywords : *Return on Equity (ROE), Earning per Share (EPS), Net Profit Margin (NPM)*