

THE EFFECT OF NET PROFIT MARGIN (NPM), EARNING PER SHARE (EPS), AND RETURN OF EQUITY (ROE) ON THE STOCK PRICE OF CONVENTIONAL BANKING COMPANIES LISTED ON THE IDX FOR THE 2020-2024 PERIOD

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ABSTRACT

This study aims to determine the effect of Net Profit Margin (NPM), Earning Per Share (EPS), and Return on Equity (ROE) on the share prices of banking sub-sector companies listed on the Indonesia Stock Exchange (IDX) during the 2020–2024 period. This study uses a quantitative approach with a causal associative design. The population in this study consisted of 42 banking companies. The sampling technique used purposive sampling, resulting in a sample of 42 companies. The data analysis technique used was Multiple Linear Regression Analysis using SPSS version 27 software. The hypothesis test results indicate that together, the variables Net Profit Margin, Earning Per Share, and Return on Equity have a significant effect on share prices. Partially, the results show that Net Profit Margin (NPM), Earning Per Share (EPS), and Return on Equity (ROE) each have a positive and significant effect on share prices. This indicates that these three financial ratios are crucial fundamental indicators for investors in assessing the performance of banking companies. The implications of this study suggest that company management should continue to improve operational efficiency (NPM), shareholder profitability (EPS), and capital management effectiveness (ROE) to maximize company value and share prices.

Keyword: *Share Price, Net Profit Margin, Earning Per Share, Return on Equity, Banking Sector.*

PENGARUH NET PROFIT MARGIN (NPM), EARNING PER SHARE (EPS), DAN RETURN ON EQUITY (ROE) TERHADAP HARGA SAHAM PERUSAHAAN PERBANKAN KONVENSIIONAL YANG TERDAFTAR DI BEI PERIODE 2020-2024

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Net Profit Margin* (NPM), *Earning Per Share* (EPS), dan *Return on Equity* (ROE) terhadap harga saham perusahaan subsektor perbankan yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2020–2024. Penelitian ini menggunakan pendekatan kuantitatif dengan desain asosiatif kausal. Populasi dalam penelitian ini terdiri dari 42 perusahaan perbankan. Teknik pengambilan sampel menggunakan *purposive sampling*, sehingga diperoleh sampel sebanyak 42 perusahaan. Teknik analisis data yang digunakan adalah Analisis Regresi Linear Berganda dengan bantuan perangkat lunak SPSS versi 27. Hasil uji hipotesis menunjukkan bahwa secara bersama-sama, variabel *Net Profit Margin*, *Earning Per Share*, dan *Return on Equity* berpengaruh signifikan terhadap harga saham. Secara parsial, hasil penelitian menunjukkan bahwa *Net Profit Margin* (NPM), *Earning Per Share* (EPS), dan *Return on Equity* (ROE) masing-masing berpengaruh positif dan signifikan terhadap harga saham. Hal ini mengindikasikan bahwa ketiga rasio keuangan tersebut merupakan indikator fundamental yang krusial bagi investor dalam menilai kinerja perusahaan perbankan. Implikasi dari penelitian ini menyarankan manajemen perusahaan untuk terus meningkatkan efisiensi operasional (NPM), profitabilitas bagi pemegang saham (EPS), dan efektivitas pengelolaan modal (ROE) guna memaksimalkan nilai perusahaan dan harga saham.

Kata Kunci: *Net Profit Margin*, *Earning Per Share*, *Return on Equity*, Harga Saham, Perbankan.