

**PENGARUH *RETURN ON EQUITY (ROE)*, *NET PROFIT MARGIN (NPM)*, DAN *EARNING PER SHARE (EPS)* TERHADAP HARGA SAHAM
(Pada Sub Sektor Pariwisata, Hotel dan Restoran yang Terdaftar di Bursa Efek Indonesia Periode 2014-2017)**

Utari Ramadhani¹ Dr. Listiana Sri Mulatsih² Nailal Husna.³

Mahasiswa Jurusan Manajemen, Fakultas Ekonomi, Universitas Bung Hatta

²Dosen Manajemen, Fakultas Ekonomi, Universitas Bung Hatta

E-mail: utariramadhani1998@gmail.com , listiana@bunghatta.ac.id

nailalhusna@bunghatta.ac.id

ABSTRAK

Tujuan dilakukannya penelitian ini adalah untuk mengetahui pengaruh Return On Equity (ROE), Net Profit Margin (NPM), dan Earning Per Share (EPS) Terhadap Harga Saham pada sub sektor pariwisata, hotel & restoran yang terdaftar di bursa efek indonesia periode 2014-2017. Penelitian menggunakan data sekunder yang diperoleh dari IDX dan ICMD. Sampel penelitian ini menggunakan sebanyak 19 perusahaan pada sub sektor pariwisata, hotel & restoran yang dipilih dengan menggunakan metode *sensus*. Metode analisis yang digunakan pada penelitian ini adalah analisis regresi linear berganda. Berdasarkan hasil pengujian hipotesis ditemukan bahwa Return On Equity (ROE), Net Profit Margin (NPM), dan Earning Per Share (EPS) tidak berpengaruh terhadap harga saham pada subsektor pariwisata, hotel & restoran yang terdaftar di bursa efek indonesia periode 2014-2017.

Kata Kunci : *Return On Equity (ROE)*, *Net Profit Margin (NPM)*, dan *Earning Per Share (EPS)*.

THE EFFECT OF RETURN ON EQUITY (ROE), NET PROFIT MARGIN (NPM), AND EARNING PER SHARE (EPS) ON STOCK PRICE

(In the Tourism, Hotel and Restaurant Sub Sectors Listed on the Indonesia Stock Exchange for the 2014-2017 Period)

Utari Ramadhani¹ Dr. Listiana Sri Mulatsih² Nailal Husna.³

¹Student of Management Department, Economic Faculty, Bung Hatta University

²Lecturers of Management, Economic Faculty, Bung Hatta University

E-mail: utariramadhani1998@gmail.com , listiana@bunghatta.ac.id

nailalhusna@bunghatta.ac.id

ABSTRACT

The purpose of this research is to determine the effect of Return On Equity (ROE), Net Profit Margin (NPM), and Earning Per Share (EPS) on Share Prices in the tourism, hotel & restaurant sub sectors listed on the Indonesia Stock Exchange period 2014-2017 . The study uses secondary data obtained from IDX and ICMD. The sample of this study used as many as 19 companies in the tourism, hotel & restaurant sub-sectors selected using the census method. The analytical method used in this study is multiple linear regression analysis. Based on the results of hypothesis testing, it was found that Return On Equity (ROE), Net Profit Margin (NPM), and Earning Per Share (EPS) had no effect on stock prices in the tourism, hotel & restaurant sub sectors listed on the Indonesia Stock Exchange in the 2014-2017 period .

Keywords: *Return On Equity (ROE), Net Profit Margin (NPM), and Earning Per Share (EPS).*