

## **PENGARUH RASIO LAPORAN KEUANGAN TERHADAP HARGA SAHAM PERUSAHAAN MANUFAKTUR**

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### **ABSTRAK**

Pasar modal merupakan suatu sarana di mana surat berharga-surat berharga yang berjangka panjang diperjualbelikan. Di pasar modal, perusahaan mendapatkan dana yang relatif murah, karena perusahaan tidak perlu membayar biaya modal atau biaya modal dapat ditekan. Saham adalah surat berharga sebagai bukti penyertaan atau pemilikan individu maupun institusi. Banyak faktor yang dapat mempengaruhi harga saham seperti Return On Asset (ROA), Return On Equity (ROE), Net Profit Margin (NPM), Operating Profit Margin (OPM), Price to Earning Ratio (PER) dan Price to Book Value (PBV). Tujuan penelitian ini adalah untuk menganalisis pengaruh Return On Asset (ROA), Return On Equity (ROE), Net Profit Margin (NPM), Operating Profit Margin (OPM), Price to Earning Ratio (PER) dan Price to Book Value (PBV) terhadap Harga Saham, baik secara parsial maupun simultan.

Populasi dan sampel dalam penelitian ini adalah seluruh perusahaan manufaktur yang terdaftar di BEI dari tahun 2007 - 2011. Teknik pengambilan sampelnya purposive sampling dan diperoleh sampel sebanyak 325 perusahaan. Jenis datanya adalah data kuantitatif. Metode pengumpulan data menggunakan dokumentasi. Teknik analisis yang digunakan adalah regresi berganda.

Hasil analisis dengan menggunakan regresi berganda menunjukkan bahwa : Return On Asset (ROA), berpengaruh terhadap Harga Saham. Sementara Return On Equity (ROE), Net Profit Margin (NPM) dan Operating Profit Margin (OPM), Price to Earning Ratio (PER) dan Price to Book Value (PBV) tidak berpengaruh terhadap Harga Saham.

Kata Kunci : ROA, ROE, NPM, OPM, PER, PBV, Harga Saham

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## **Influence Of Financial Report Ratio On Stock Price Of Manufacture Company**

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### **ABSTRACT**

The capital market is a means whereby securities-long-term securities traded. In the capital market, the company is getting the funds is relatively inexpensive, because companies don't have to pay the capital costs or capital costs can be pressed. Shares are securities as evidence of the inclusion of or possession of individuals and institutions. Many factors can affect the price of stocks such as Return On Assets (ROA), Return On Equity (ROE), the Net Profit Margin (NPM), Operating Profit Margins (OPM), the Price to Earning Ratio (PER) and the Price to Book Value (PBV). The purpose of this study was to analyze the influence of Return On Assets (ROA), Return On Equity (ROE), the Net Profit Margin (NPM), Operating Profit Margins (OPM), the Price to Earning Ratio (PER) and the Price to Book Value (PBV) against the share price, either partially or simultaneous.

Populations and samples in this study are all the manufacturing companies listed on the BEI from 2007-2011. Purposive sampling techniques the taking of sampelnya and retrieved samples as much as 325 companies. This type of data is quantitative data. Data collection method using the documentation. Analysis technique used is multiple regression.

The results of the analysis using multiple regression showed that: Return On Assets (ROA), effect on stock prices. While the Return On Equity (ROE), the Net Profit Margin (NPM) and its Operating Profit Margins (OPM), the Price to Earning Ratio (PER) and the Price to Book Value (PBV) has no effect on stock prices.

Keywords: ROA, ROE, NPM, OPM, PER, PBV, Stock Prices

Keyword : ROA, ROE, NPM, OPM, PER, PBV, Harga Saham