

PENGARUH *NET PROFIT MARGIN (NPM)* DAN *PRICE TO BOOK VALUE (PBV)* TERHADAP HARGA SAHAM PADA PERUSAHAAN *FOOD AND BEVERAGE* YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI) PERIODE TAHUN 2015-2017

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *Net Profit Margin* (NPM) dan *Price to Book Value* (PBV) terhadap Harga Saham. Penelitian ini menggunakan metode deskriptif kuantitatif dengan analisis regresi berganda. Sumber data penelitian ini adalah data sekunder. Menggunakan *purposive sampling* yaitu 15 Perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) Periode 2015-2017.

Hasil penelitian ini menunjukkan bahwa hipotesis secara parsial *Net Profit Margin* (NPM) tidak berpengaruh signifikan terhadap Harga Saham sedangkan *Price to Book Value* (PBV) berpengaruh signifikan terhadap Harga Saham. Secara simultan diperoleh hasil bahwa *Net Profit Margin* (NPM) dan *Price to Book Value* (PBV) berpengaruh signifikan terhadap Harga Saham di Perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI). Nilai koefisien determinasi sebesar 0.247 menunjukkan bahwa *Net Profit Margin* (NPM) dan *Price to Book Value* (PBV) memberikan keragaman sebesar 24.7% terhadap Harga Saham, sedangkan sisanya sebesar 75.3% dipengaruhi oleh faktor lain yang tidak diamati dalam penelitian ini.

Kata Kunci: *Net Profit Margin, Price to Book Value, Harga Saham.*

THE EFFECT OF NET PROFIT MARGIN (NPM) AND PRICE TO BOOK VALUE (PBV) ON STOCK PRICES AT FOOD AND BEVERAGE COMPANIES LISTED IN INDONESIA STOCK EXCHANGE PERIOD OF 2015-2017

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ABSTRACT

The purpose of this study was to determine the effect of Net Profit Margin (NPM) and Price to Book Value (PBV) on Stock Prices. This research used a quantitative descriptive method with multiple regression analysis. The source of this research data is secondary data. Used purposive sampling that 15 Food and Beverage Company that is listed in Indonesia Stock Exchange Period 2015-2017.

The results of this study indicates that the hypothesis partially Net Profit Margin (NPM) does not have a significant effect on the Stock Price, while Price to Book Value (PBV) has a significant effect on Stock Prices. Simultaneously obtained the results that Net Profit Margin (NPM) and Price to Book Value (PBV) have a significant effect on Stock Prices in Food and Beverage Company that is listed in Indonesia Stock Exchange. The coefficient of determination of 0.247 shows that Net Profit Margin (NPM) and Price to Book Value (PBV) provide a diversity of 24.7% of the Stock Price, while the remaining 75.3% is influenced by other factors not observed in this study.

Keywords: Net Profit Margin, Price to Book Value, Stock Prices.