

Zariyah, 11311004, **Analisis Pengaruh Debt To Asset Ratio, Return On Asset, Net Profit Margin, terhadap Harga Saham.** Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, 7 Agustus 2015.

Abstraksi

Penelitian ini bertujuan untuk menganalisis pengaruh Debt To Asset Ratio, Return On Asset, Net Profit Margin, terhadap harga saham yang terdaftar di Bursa Efek Indonesia (BEI) periode 2011-2013. Harga saham terbentuk dari proses permintaan dan penawaran yang terjadi di bursa. selain itu faktor harga saham dapat dilihat dari perhitungan rasio keuangan suatu perusahaan yang terdapat pada laporan keuangan yang di publikasikan di Bursa Efek Indonesia.

Penelitian ini dilakukan dengan metode *purposive sampling* dengan sampel yang didapat adalah sebanyak 104 perusahaan. Analisis data yang digunakan adalah analisis uji regresi linier berganda.

Hasil penelitian mengidentifikasi bahwa Net Profit Margin tidak berpengaruh terhadap Harga saham, sedangkan Debt To Asset Ratio dan Return On Asset berpengaruh terhadap harga saham. dari uji simultan variabel Debt To Asset Ratio, Return On Asset, dan Net Profit Margin secara simultan berpengaruh signifikan terhadap harga saham. variabel harga saham mampu menjelaskan ketiga variabel tersebut.

Kata kunci : *Debt To Asset Ratio (DAR), Return on Asset (ROA), Net Profit Margin (NPM)* dan harga saham..

Zariyah, 11311004, Analysis of Debt To Asset Ratio, Return on Assets, Net Profit Margin, on stock price. Management, Faculty of Economics, University of Muhammadiyah Gresik, August 7, 2015.

ABSTRACT

This study aimed to analyze the Return On Asset Debt To Asset Ratio and Net Profit Margin on stock prices listed on bursa efek indonesian (IDX) period 2011-2013. the stock price is formed from the process of supply and demand that occurred in the exchange. In addition, factors stock prices can be seen from the calculation of a company's financial ratios contained in the financial statements published on bursa efek indonesian (BEI).

The research was conducted with a purposive sampling with samples obtained are as many as 104 companies. analysis of the data used is multiple linier regression analysis. result of the study indicated that net profit margin has no effect on the price of stock. while debt to asset ratio and return on asset effect on stock prices. of test variables simultaneously debt to asset ratio and net profit margin simultan ously significant effect on the price of the stock price can be explained stock price. Variable these three variables.

The result of this study indicated that net profit margin has no effect on the price of stock price .and debt to asset ratio, return on asset and net profit margin significant effect on the price of the stock price .variable to explain these three variable.

Key Words : Debt to asset Ratio (DAR), Return On Asset (ROA and Net Profit Margin (NPM).