

PENGARUH *NET PROFIT MARGIN* (NPM), *EARNING PER SHARE* (EPS) DAN *PRICE TO EARNING RATIO* (PER) TERHADAP *RETURN SAHAM* (Studi pada Perusahaan Manufaktur Sub Sektor Makanan dan Minuman di BEI tahun 2016-2018)

ABSTRAKSI

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Penelitian ini bertujuan untuk mengetahui apakah *net profit margin* (NPM), *earning per share* (EPS), dan *price to earning ratio* (PER) berpengaruh signifikan baik secara parsial maupun secara simultan terhadap *return* saham manufaktur yang terdaftar di Bursa Efek Indonesia (BEI).

Penelitian yang dilakukan menggunakan metode penelitian kuantitatif. Populasi pada penelitian ini adalah perusahaan manufaktur sub sector makanan dan minuman yang terdaftar di BEI. Sampel penelitian ini adalah perusahaan sub sector makanan dan minuman pada periode tahun 2016-2018 yang didapat dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data menggunakan uji asumsi klasik yaitu: uji normalitas, uji multikolineritas, uji autokorelasi dan uji heteroskedastisitas. Sedangkan uji hipotesis menggunakan regresi linear berganda, uji koefisien determinasi, uji T.

Hasil penelitian diketahui bahwa *net profit margin* (NPM) berpengaruh signifikan terhadap *return* saham dengan nilai sig $0,009 < 0,05$. Dan t_{hitung} yakni 2,783 lebih besar dari t_{tabel} sebesar 2,0369. Sedangkan *earning per share* (EPS) dan *price to earning ratio* (PER) berpengaruh signifikan terhadap *return* saham dengan nilai sig masing-masing yakni $0,000 < 0,05$ dan $0,021 < 0,05$. T_{hitung} *earning per share* (EPS) yakni 4,938 lebih besar dari t_{tabel} sebesar 2,0369 dan t_{hitung} *price to earning ratio* (PER) yakni 2,433 lebih besar dari t_{tabel} sebesar 2,0369. Selain itu hasil penelitian secara simultan yaitu *net profit margin* (NPM), *earning per share* (EPS), dan *price to earning ratio* (PER) berpengaruh signifikan terhadap *return* saham dengan nilai sig $0,000 > 0,05$.

Kata kunci: *net profit margin* (NPM), *earning per share* (EPS), *price to earning ratio* (PER), *return* saham

PENGARUH *NET PROFIT MARGIN* (NPM), *EARNING PER SHARE* (EPS) AND *PRICE TO EARNINGS RATIO* (PER) ON STOCK RETURN (A Case Study on Nine Listed Manufacturing Companies in the Sub Sector Food and Beverage 2016-2018)

ABSTRACT

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This research test the effect of net profit margin (NPM), earning per share (EPS) and price to earning ratio (PER) have a significant effect either partially or simultaneously to the stock return listed at the Indonesian Stock Exchange (BEI).

Research conducted using quantitative research methods. Population of this research is manufacturing sub sector cigarette companies listed at the Indonesian Stock Exchange. The sample is sub sector cigarette company in the period 2016-2018 are obtained by the purposive sampling technique. Data analysis technique uses classic assumption test, that is: normality test, multicollinearity test, autocorrelation test and heteroscedasticity test. While hypothesis test uses multiple linear regression ,coefficient determination test, T test.

The results show that the net profit margin (NPM) significantly influence the stock return with sig is $0,009 < 0.05$. And t is 2,783 more than t tabel is 2,0369. While the earning per share (EPS) and price to earning ratio (PER) significantly influence the stock return with the sig respectively are $0,000 < 0.05$ and $0.021 < 0.05$. T of earning per share (EPS) is 4,938 more than t tabel is 2,0369 and t of the price to earning ratio (PER) is 2,433 1 smaller than t tabel is 2,0369. In addition the results simultaneously is net profit margin (NPM), earning per share (EPS) and price to earning ratio (PER) significantly influence the stock return with sig is $0.000 < 0.05$.

Keywords: net profit margin (NPM), earning per share (EPS) and price to earning ratio (PER), stock return.