

**THE INFLUENCES OF OPERATING PROFIT MARGIN (OPM) AND NET PROFIT MARGIN (NPM) TOWARDS COMMERCIAL BANK COMPANY'S STOCK PRICES IN 2009-2013**

**ABSTRACT**

This research is aiming to find out the influences of Operating Profit Margin (OPM) and Net Profit Margin (NPM) towards commercial bank company's stock prices in 2009-2013, the research was conducted because of the enhancement of investor's interest to invest in a company. Ratio of OPM and NPM are factors which could make an investor to make a right investment decision. This research used two independent variables, which Operating Profit Margin (OPM) and Net Profit Margin (NPM), and a dependent variable, which is stock price, to measure each influence between variables.

The method used in this research was quantitative descriptive method which is causal, where this method to look for small or large influence on an object. Data collection technique was done by using secondary data which obtained from other sources or literatures regarding the problems proposed in this research.

The population of four companies of the Commercial Bank Limited and to use samples saturated samples. Furthermore, data panel analysis method was used by using Eviews 7 in processing data.

From the results of this study, it could be concluded that Operating Profit Margin (OPM) and Net Profit Margin (NPM) simultaneously have significant influences towards stock prices. Operating Profit Margin (OPM) and Net Profit Margin (NPM) partially did not show significant influences towards commercial bank company's stock prices (state-owned enterprises) in 2009-2013, determination coefficient showed that the ability of independent variables (OPM and NPM) in explaining dependent variable (stock prices) variation was 61,48%, and the rest of it are explained by another factors which did not used in this research.

**Keywords: OPM, NPM, and stock's prices**