

## **ABSTRACT**

*As an investment instrument, the stock price information obtained by the investor's will change anytime. The changes are influenced by several factors, both external and internal. On the internal side of the company, profitability can be used as a reference basis for determining the share price.*

*This research aimed to examine the effect of Net Profit Margin, Return on Assets, and Return on Equity on Stock Price. Objects in this study is LQ45 issuers that listed on the Indonesia Stock Exchange at 2009-2013 period. This research is categorized into descriptive and verification methods, and samples obtained by 24 companies. The method of analysis in this study used panel data analysis.*

*Based on the result of the simultaneous hypothesis testing known that Net Profit Margin, Return on Assets, and Return on Equity has significant effect on stock price. Independent variables (Net Profit Margin, Return on Assets, and Return on Equity) give effect to the stock price altogether. The results of this research identified partially that Net Profit Margin has significant effect on the stock price, Return On Asset and Return on Equity has no significant effect on the stock price in fixed LQ45 issuers that listed on the Indonesia Stock Exchange.*

**Keywords:** *Net Profit Margin, Return on Assets, Return on Equity, Stock Prices*