

## ABSTRACT

Every company must have a goal in order to grow and develop into companies that generate income or profit. One of the economic sectors that experienced the highest growth in financial, real estate, and business services. This sector recorded a growth of 7:56% in 2013, far enough above the other sectors. This growth marks the increasing role of the sector in the Indonesian economy at the time.

This study aimed to determine the effect of return on assets in stock prices partially, the influence of return on equity with stock prices partially, the influence of net profit margin with stock prices partially, the influence of the earnings per share with stock prices partially and return on assets, return on equity, net profit margin, and earnings per share simultaneously to the stock price.

This research is descriptive verification that is causality. The unit of analysis in this study is a real estate company and property are unlisted on the Stock Exchange. The research data using sample data selected through purposive sampling techniques and acquired 6 companies for five years, from 2011 to 2015. This study uses panel data regression analysis techniques.

The results showed that the return on assets, return on equity, net profit margin, and earnings per share simultaneously affect the stock price. Partially, return on assets, return on equity and net profit margin did not influence the stock price. Meanwhile, earnings per share positive effect on stock prices.

For future hopes that research may add other independent variables to determine other factors that may affect the stock price, the company could better address and improve financial performance in the company in order to attract and increase the confidence of investors to invest in the company. For investors should consider the various factors that may affect the share price to invest in the company desired.

**Keywords:** *return on assets (ROA), return on equity (ROE), earning per share (EPS), Net Profit margin (NPM), stock price*