

ABSTRACT

The growing business world in Indonesia causes large companies to require external sources of funding. One such source is the publication of shares to the public, called go public. This also applies to property companies in Indonesia. Property and real estate developments will certainly attract investors because of rising prices of land and buildings that tend to rise, the supply of land is fixed while demand will always increase in line with the increase in the number of population and the increasing need human beings will residence, offices, shopping centers, and others.

This study aims to analyze and provide empirical evidence of the influence of Net Profit Margin, Return On Equity, and Earning Per Share to Share Price. This analysis uses independent variables Net Profit Margin, Return On Equity, and Earning Per Share. Dependent variable is Stock Price.

The sample used is secondary data derived from the financial statements of the company Property and Real Estate listed In Indonesia Stock Exchange (IDX) in the year 2013-2016. The sample is taken by purposive sampling method and that fulfill the sample selection criteria. The sample used is 30 companies. Statistical method using Multiple Regression analysis with hypothesis test of statistic test t and statistic test F.

Based on the results of testing using SPSS software, simultaneously independent variables consisting of Net Profit Margin, Return On Equity and Earning Per Share have a simultaneous influence on Stock Price. While the test partially, shows the results that variable Net Profit Margin and Earning Per Share significant effect on Stock Price. Similarly, Return On Equity effect on Stock Price, and Return On Equity has no effect on Stock Price.

Variable Net Profit Margin (NPM), Return On Equity (ROE) and Earning Per Share (EPS) give 79,6% influence to Stock Price, while the rest equal to 20,4% is contribution of other variable of Stock Price. Based on the results of this study, it is expected that investors and potential investors who will invest should consider factors from fundamental variables of the company, such as NPM and EPS.

Kata Kunci: Net Profit Margin (NPM), Return On Equity (ROE), Earning Per Share (EPS), dan Harga Saham