

ABSTRAK

Andre Saputra / 2000861201076 / Fakultas Ekonomi / Keuangan Manajemen / Pengaruh *Return On Asset*, *Return On Equity*, *Net Profit Margin* dan *Inventory Turnover* Terhadap Harga Saham Pada Perusahaan Sub Sektor *Tourism And Recreation* Yang Terdaftar Di Bursa Efek Indonesia Periode 2019-2023 / Prof. Dr. Hj. Arna Suryani, SE, M. Ak, Ak. CA sebagai Pembimbing 1 / Fadil Iskandar, SE, MM sebagai Pembimbing 2.

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Return On Asset*, *Return On Equity*, *Net Profit Margin* dan *Inventory Turnover* Terhadap Harga Saham Pada Perusahaan Sub Sektor *Tourism And Recreation* Yang Terdaftar Di Bursa Efek Indonesia Periode 2019-2023. Dengan rata-rata *Return On Asset* sebesar -13,69%, *Return On Equity* sebesar 49,83%, *Net Profit Margin* sebesar 23,11%, *Inventory Turnover* sebesar 17,94% dan Harga Saham sebesar -11,70%.

Dalam penelitian ini metode yang digunakan adalah deskriptif dan kuantitatif data sekunder. Analisis yang digunakan adalah Uji Asumsi Klasik (Uji Normalitas, Uji Multikolinearitas, Uji Heteroskedastisitas dan Uji Autokorelasi.), Uji Hipotesis (uji F, uji t dan koefisien determinasi). Semua data penelitian diolah menggunakan SPSS versi 20.

Objek penelitian ini adalah perusahaan Sub Sektor *Tourism And Recreation* Yang Terdaftar Di Bursa Efek Indonesia Periode 2019-2023. Dengan sampel penelitian yaitu PT. Bukit Uluwatu Villa Tbk (BUVA), PT. Island Concepts Indonesia Tbk (ICON), PT. Indonesian Paradise Property Tbk (INNP), PT. Jakarta International Hotels & Development Tbk (JIHD), PT. Jakarta Setiabudi Internasional Tbk (JSPT) PT. Plaza Indonesia Realty Tbk (PLIN) dan Hotel Sahid Jaya Tbk (SHID).

Hasil model persamaan regresi berganda dapat $Y = 2,293 - 0,003X_1 - 0,792X_2 + 0,609X_3 - 0,029X_4 + e$. Dengan membandingkan nilai F hitung dan F tabel ($7,606 > 2,690$) artinya secara simultan menunjukkan adanya pengaruh dari *Return On Asset*, *Return On Equity*, *Net Profit Margin* dan *Inventory Turnover* Terhadap Harga Saham Pada Perusahaan Sub Sektor *Tourism And Recreation* yang terdaftar di Bursa Efek Indonesia Periode 2019-2023.

Kesimpulan penelitian ini adalah *Return On Asset*, *Return On Equity*, *Net Profit Margin* dan *Inventory Turnover* secara simultan berpengaruh dan signifikan terhadap Harga Saham dan secara parsial *Return On Asset* tidak berpengaruh dan tidak signifikan, *Return On Equity* berpengaruh negatif dan signifikan, *Net Profit Margin* berpengaruh positif dan signifikan, dan *Inventory Turnover* tidak berpengaruh dan tidak signifikan terhadap Harga Saham pada Perusahaan Sub Sektor *Tourism And Recreation* yang terdaftar di Bursa Efek Indonesia periode 2019-2023.

Kata Kunci : *Return On Asset*, *Return On Equity*, *Net Profit Margin*, *Inventory Turnover*, Harga Saham.

ABSTRACT

Andre Saputra / 2000861201076 / Faculty of Economics / Management Finance / The Effect of Return On Asset, Return On Equity, Net Profit Margin and Inventory Turnover on Share Price in Tourism And Recreation Sub-Sector Companies Listed on the Indonesia Stock Exchange for the Period 2019-2023 / Prof. Dr. Hj. Arna Suryani, SE, M. Ak, Ak. CA as Advisor 1 / Fadil Iskandar, SE, MM as Advisor 2.

The purpose of this study was to determine and analyze the effect of Return On Asset, Return On Equity, Net Profit Margin and Inventory Turnover on Stock Prices in Tourism And Recreation Sub-Sector Companies Listed on the Indonesia Stock Exchange for the 2019-2023 Period. With an average Return On Asset of -13.69%, Return On Equity of 49.83%, Net Profit Margin of 23.11%, Inventory Turnover of 17.94% and Stock Price of -11.70%.

In this study the method used is descriptive and quantitative secondary data. The analysis used is the Classical Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test and Autocorrelation Test.), Hypothesis Test (F test, t test and coefficient of determination). All research data is processed using SPSS version 20.

The object of this research is the Tourism And Recreation Sub-Sector companies listed on the Indonesia Stock Exchange for the 2019-2023 period. With a research sample, namely PT Bukit Uluwatu Villa Tbk (BUVA), PT Island Concepts Indonesia Tbk (ICON), PT Indonesian Paradise Property Tbk (INNP), PT Jakarta International Hotels & Development Tbk (JIHD), PT Jakarta Setiabudi International Tbk (JSPT) PT Plaza Indonesia Realty Tbk (PLIN) and Sahid Jaya Hotel Tbk (SHID).

The results of the multiple regression equation model can be $Y = 2.293 - 0.003X_1 - 0.792X_2 + 0.609X_3 - 0.029X_4 + e$. By comparing the value of F count and F table ($7.606 > 2.690$), it means that simultaneously shows the influence of Return On Asset, Return On Equity, Net Profit Margin and Inventory Turnover on Stock Prices in Tourism And Recreation Sub-Sector Companies listed on the Indonesia Stock Exchange for the 2019-2023 Period.

The conclusion of this study is that Return On Asset, Return On Equity, Net Profit Margin and Inventory Turnover simultaneously have an effect and are significant to the Share Price and partially Return On Asset has no effect and is not significant, Return On Equity has a negative and significant effect, Net Profit Margin has a positive and significant effect, and Inventory Turnover has no effect and is not significant to the Share Price of the Tourism And Recreation Sub-Sector Company listed on the Indonesia Stock Exchange for the 2019-2023 period.

Kata Kunci : Return On Asset, Return On Equity, Net Profit Margin, Inventory Turnover, Stock Price.