

ABSTRAK

Alse Gunawan, 153010073, 2019, Pengaruh *Economic Value Added*, *Earning Per Share* dan *Net Profit Margin* Terhadap Harga Saham pada Perusahaan Sub Sektor Otomotif Yang Terdaftar di Bursa Efek Indonesia, STIE Eka Prasetya, Program Studi Akuntansi, Pembimbing I : Ciptawan, BA (Hons), MBA., M.H., Pembimbing II : Yonson Pane, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh *Economic Value Added*, *Earning Per Share* dan *Net Profit Margin* terhadap Harga Saham secara parsial dan secara simultan pada perusahaan sub sektor otomotif yang terdaftar di Bursa Efek Indonesia (BEI).

Penelitian ini menggunakan jenis data kuantitatif dan sumber data merupakan data sekunder. Unit analisis dan observasi dalam penelitian ini adalah perusahaan sub sektor otomotif yang terdaftar di BEI, dengan jumlah populasi sebanyak 13 perusahaan. Dari populasi, dipilih dengan teknik *purposive sampling* dan diperoleh sampel sebanyak 6 perusahaan selama 5 periode yaitu periode 2013-2017 yang berjumlah 30 sampel. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. **Harga saham = 970,706 – 6,033E-10Economic Value Added + 14,578Earning Per Share - 5.361,473Net Profit Margin + e.** Peneliti juga menggunakan tingkat signifikansi 5%.

Hasil analisis penelitian menunjukkan bahwa *Economic Value Added* memiliki nilai $t_{hitung} < t_{tabel}$ yaitu $-1.761 < 2.05553$ dan nilai signifikan > 0.05 yaitu $0.090 > 0.05$, *Earning Per Share* memiliki nilai $t_{hitung} > t_{tabel}$ yaitu $7.253 > 2.05553$ dan nilai signifikan < 0.05 yaitu $0.000 < 0.05$, serta *Net Profit Margin* memiliki nilai $t_{hitung} < t_{tabel}$ yaitu $-0.988 < 2.05553$ dan nilai signifikan > 0.05 yaitu $0.332 > 0.05$. Hasil penelitian secara simultan menunjukkan bahwa *Economic Value Added*, *Earning Per Share* dan *Net Profit Margin* memiliki nilai $F_{hitung} > F_{tabel}$ yaitu $25.287 > 2.98$ dan nilai signifikan < 0.05 yaitu $0.00 < 0.05$. Koefisien determinasi (*Adjusted R Square*) sebesar 0.715 atau 71.5% yang berarti variabel harga saham dapat dijelaskan oleh variabel *Economic Value Added*, *Earning Per Share* dan *Net Profit Margin*.

Kesimpulan dari hasil penelitian ini menunjukkan bahwa secara parsial *Economic Value Added* tidak berpengaruh signifikan terhadap Harga Saham, *Earning Per Share* berpengaruh signifikan terhadap Harga Saham dan *Net Profit Margin* tidak berpengaruh signifikan terhadap Harga Saham. Secara simultan *Economic Value Added*, *Earning Per Share* dan *Net Profit Margin* berpengaruh signifikan terhadap Harga Saham. *Economic Value Added*, *Earning Per Share* dan *Net Profit Margin* dapat menjelaskan harga saham sebesar 71.5% dan sisanya 28.5% dipengaruhi oleh variabel lain diluar penelitian ini seperti *Return of Asset*, *Return of Equity*, *Market Value Added*, Arus Kas dan Penjualan.

Kata kunci : *Economic Value Added* (EVA), *Earning Per Share* (EPS), *Net Profit Margin* (NPM), Harga Saham.

ABSTRACT

Alse Gunawan, 153010073, 2019, The Effect of Economic Value Added, Earning Per Share and Net Profit Margin on Stock Prices in Automotive Sub Sector Companies Listed at Indonesia Stock Exchange, STIE Eka Prasetya, Accounting Studies Program, Advisor I: Ciptawan, BA (Hons), MBA., MH, Advisor II: Yonson Pane, SE, M.Si.

The purpose of this study is to determine the effect of Economic Value Added, Earning Per Share and Net Profit Margin on Stock Prices partially and simultaneously on automotive sub-sector companies listed on the Indonesia Stock Exchange (IDX).

*This research used quantitative data and data sources are secondary data. The analysis unit and observation in this research are automotive sub-sector companies listed on the IDX with a population of 13 companies. From the population, the purposive sampling technique and obtained as many as 6 companies for 5 periods, namely the period 2013-2017 which amounted to 30 samples. The method used in this research is multiple linear regression. **Stock price = 970,706 - 6,033E-10Economic Value Added + 14,578Earning Per Share - 5,361,473Net Profit Margin + e.** Researcher also use significance level 5%.*

The partial of this research result shows that Economic Value Added has the value of $t_{count} < t_{table}$ which is $-1.761 < 2.0555$ and significant value > 0.05 which is $0.090 > 0.05$, Earning Per Share has the value of value $t_{count} > t_{table}$ which is $7.253 > 2.05553$ and significant value < 0.05 which is $0.000 < 0.05$, and Net Profit Margin has the value of $t_{count} < t_{table}$ which is $-0.988 < 2.0555$ and significant value > 0.05 .

The result of simultaneously research shows that Economic value added, Earning Pers Share dan Net Profit Margin have the value of $F_{count} > F_{table}$ which is $25,28 > 2.98$ and significant value < 0.05 which is $0.000 < 0.05$.

The coefficient of determination (Adjusted R Square) is 0.715 or 71.5% means that Stock Price can be explained with Economic Value Added, Earning Per Share and Net Profit Margin.

The conclusion of this research shows that partially, Economic Value Added does not have a significant effect on the Stock Price, Earning Per Share has a significant effect of the Stock Price and Net Profit Margin does not have a significant effect on the Stock Price. Meanwhile, simultaneously, Economic Value Added, Earning Per Share and Net Profit Margin has a significant effect on the Stock Price. Economic Value Added, Earning Per Share dan Net Profit Margin can be explained by Stock Price which is 71.5% and the remaining 28.5% is influenced by other variabels outside of this as Return of Asset, Return of Equity, Market Value Added, Cash Flow dan Sales.

Keywords : Economic Value Added (EVA), Earning Per Share (EPS), Net Profit Margin (NPM), Stock Price.