

ABSTRAK

WILDA. Pengaruh Kinerja Keuangan dengan Pendekatan *Dupont System* Terhadap Harga Saham Pada Perusahaan Industri Perbankan di *Indonesia Stock Exchange* (IDX) dibimbing oleh **Abdul Rahman Mus dan Serlin Serang.**

Penelitian ini dilakukan dengan tujuan untuk menguji dan menganalisis pengaruh kinerja keuangan dengan pendekatan *dupont system* terhadap harga saham. Populasi dalam penelitian adalah perusahaan industri perbankan yang terdaftar di *Indonesia Stock Exchange* periode 2015 sampai dengan 2021. Metode pemilihan sampel adalah *purposive sampling*. Sampel yang digunakan sebanyak 5 perusahaan. Metode yang digunakan dalam penelitian ini adalah metode regresi berganda menggunakan *Statistical Product and Service Solutions* (SPSS), pengujian hipotesis menggunakan uji koefisien determinasi, uji t, dan uji F.

Hasil penelitian menunjukkan bahwa secara simultan *Net Profit Margin* (NPM), *Total Asset Turnover* (TATO), *Equity Multiplier* (EM) dan *Return on Equity* (ROE) berpengaruh positif dan signifikan terhadap harga saham. Secara parsial variabel *Net Profit Margin* (NPM) berpengaruh positif signifikan terhadap harga saham, *Total Asset Turnover* (TATO) berpengaruh positif tidak signifikan terhadap harga saham, *Equity Multiplier* (EM) berpengaruh positif tidak signifikan terhadap harga saham dan variabel *Return on Equity* (ROE) berpengaruh negatif signifikan terhadap harga saham.

Kata Kunci : *Net Profit Margin, Total Asset Turnover, Equity Multiplier, Return on Equity, Harga Saham.*

ABSTRACT

WILDA. *The Effect of Financial Performance with the Dupont System Approach on Stock Prices in Banking Industry Companies on the Indonesia Stock Exchange (IDX)* supervised by **Abdul Rahman Mus and Serlin Serang.**

This research was conducted with the aim of examining and analyzing the effect of financial performance with the dupont system approach on stock prices. The population in this study were banking industry companies listed on the Indonesia Stock Exchange for the period 2015 to 2021. The sample selection method was purposive sampling. The samples used were 5 companies. The method used in this study was the multiple regression method using Statistical Product and Service Solutions (SPSS), hypothesis testing using the coefficient of determination test, t test, and F test.

The results of the study showed that simultaneously Net Profit Margin (NPM), Total Asset Turnover (TATO), Equity Multiplier (EM) and Return on Equity (ROE) had a positive and significant effect on stock prices. Partially the variable Net Profit Margin (NPM) had a significantly positive effect on stock prices, Total Asset Turnover (TATO) had an insignificantly positive effect on stock prices, Equity Multiplier (EM) had an insignificantly positive effect on stock prices and Return on Equity (ROE) variable had a significantly negative effect on stock prices.

Keywords : Net Profit Margin, Total Asset Turnover, Equity Multiplier, Return on Equity, Stock Price.

