

ABSTRAK

**ANALISIS INDIKATOR FUNDAMENTAL PERUSAHAAN YANG PERLU
DIPERHATIKAN DALAM BERINVESTASI SAHAM DI BURSA EFEK INDONESIA**

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2023

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh indikator fundamental perusahaan yang terdiri dari *Return On Asset*, *Return On Equity* dan *Net Profit Margin* terhadap harga saham. Analisis dilakukan dengan regresi yang sebelumnya dilakukan uji asumsi klasik. Terdapat empat variabel di dalam penelitian ini yaitu *Return On Asset*, *Return On Equity*, *Net Profit Margin* dan harga saham perusahaan. Penelitian ini menggunakan data sekunder yang diambil dari *Indonesia Stock Exchange (IDX)*. Penentuan sampel yang digunakan yaitu *purposive sampling* dengan mengambil 10% dari populasi perusahaan yang tercatat di bursa untuk data 3 tahun 2022. Ketentuan sampling adalah saham tercatat, di Bursa Efek Indonesia (BEI), saham tidak di dispensasi atau diberhentikan peredarannya di bursa, perusahaan mempublikasikan laporan keuangan secara lengkap periode kuartal 3 tahun 2022 dan perusahaan melaporkan tiga indikator fundamental perusahaan (*ROA*, *ROE* dan *NPM*). Hasil penelitian menunjukkan *Return On Asset*, *Return On Equity* dan *Net Profit Margin* berpengaruh simultan terhadap harga saham. Secara parsial *Return On Asset*, *Return on Equity* berpengaruh positif terhadap harga saham sementara *Net Profit Margin* secara parsial berpengaruh negatif terhadap harga saham yang dalam hal ini tidak sesuai dengan teori yang ada. Ada beberapa faktor penyebab situasi ini yaitu faktor *overvaluation*, faktor investor dan faktor isu ekonomi. Berdasarkan Koefisien Determinasi diperoleh angka sebesar 57,6% artinya *Return On Asset*, *Return On Equity* dan *Net Profit Margin* berkontribusi 57% terhadap naik turunnya harga saham perusahaan dan sisanya 42,4% dipengaruhi oleh faktor-faktor lain yang tidak dapat dijelaskan dalam penelitian ini.

Kata Kunci: *Return On Asset*, *Return On Equity*, *Net Profit Margin*, Harga Saham Kuartal 3 tahun 2022.

ABSTRACT

**ANALYSIS OF FUNDAMENTAL INDICATORS OF COMPANIES THAT NEED TO
BE CONSIDERED IN INVESTING IN STOCKS ON THE INDONESIA STOCK
EXCHANGE**

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This research was conducted with the aim of determining the influence of company fundamental indicators, which consist of *Return On Asset*, *Return On Equity*, and *Net Profit Margin*, on stock prices. The analysis was carried out using regression, preceded by classical assumption tests. There are four variables in this study, namely *Return On Asset*, *Return On Equity*, *Net Profit Margin*, and company stock prices. This research utilized secondary data taken from the Indonesia Stock Exchange (IDX). The sampling determination used purposive sampling, taking 10% of the population listed on the exchange for the data from the year 2022. The sampling criteria were listed stocks on the Indonesia Stock Exchange (IDX), stocks that were not exempted or delisted from the exchange, companies published complete financial reports for the third quarter of the year 2022, and companies reported the three fundamental indicators (*ROA*, *ROE*, and *NPM*). The results of the research showed that *Return On Asset*, *Return On Equity*, and *Net Profit Margin* have a simultaneous effect on stock prices. Partially, *Return On Asset* and *Return on Equity* have a positive effect on stock prices, while *Net Profit Margin* has a negative effect on stock prices, which is not in line with existing theories. There are several factors that contribute to this situation, including overvaluation factor, investor factor, and economic issues. Based on the Coefficient of Determination, a figure of 57.6% was obtained, meaning that *Return On Asset*, *Return On Equity*, and *Net Profit Margin* contribute 57% to the fluctuation of company stock prices, while the remaining 42.4% is influenced by other factors that cannot be explained in this research.

Keywords: *Return On Asset*, *Return On Equity*, *Net Profit Margin*, Stock Prices, 3rd Quarter of 2022.