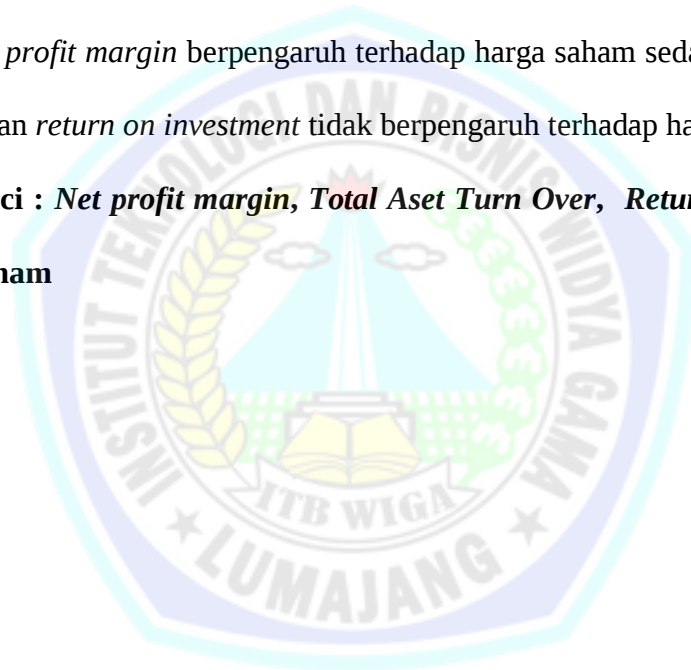


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *net profit margin*, *total asset turnover*, dan *return on investment* terhadap harga saham perusahaan sub sektor bank periode 2019-2022. Metode yang digunakan dalam penelitian ini adalah teknik dokumentasi data sekunder dengan pendekatan kuantitatif. Jumlah sampel yang diteliti sebanyak 31 perusahaan sub sektor bank yang terdaftar di bursa efek Indonesia periode 2019-2022. Hasil analisis data menunjukkan bahwa secara parsial *net profit margin* berpengaruh terhadap harga saham sedangkan *total asset turnover* dan *return on investment* tidak berpengaruh terhadap harga saham.

Kata Kunci : *Net profit margin*, *Total Aset Turn Over*, *Return on investment*,
Harga Saham



ABSTRACT

This research aims to analyze the influence of net profit margin, total asset turnover, and return on investment on share prices of banking sub-sektor companies for the 2019-2022 period. The method used in this research is a secondary data documentation technique with a quantitative approach. The number of samples studied was 31 banking sub-sektor companies listed on the Indonesian stock exchange for the 2019-2022 period. The results of data analysis show that partially net profit margin has an effect on stock prices, while total asset turnover and return on investment have no effect on stock prices.

Keywords : Net profit margin, Total Aset Turn Over, Return on investment, Stock Prices