

**Pengaruh Net Profit Margin (NPM), Return On Asset (ROA), dan Leverage Terhadap Harga Saham Pada Perusahaan Manufaktur Subsektor Makanan dan Minuman Yang Terdaftar di Bursa Efek Indonesia**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Net Profit Margin, Return On asset dan Leverage terhadap harga saham pada perusahaan manufaktur subsektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia. Data yang diperoleh sebanyak 16 perusahaan dalam kurun waktu 2009-2012 dan dihubungkan dalam 4 variabel, yaitu : 3 variabel independen : Net Profit Margin (NPM), Return On Asset (ROA), dan Leverage, dan 1 variabel dependen : harga saham. Metode pengambilan sampel, yaitu dengan menggunakan *purposive sampling*. Metode analisis data yang digunakan adalah statistik deskriptif, uji normalitas, uji multikolonieritas, uji heteroskedasitas, uji autokorelasi, uji determinasi, uji F, dan uji t.

Secara simultan, variable Net Profit Margin ,Return on asset,dan Leverage memiliki pengaruh signifikan terhadap harga saham. Sedangkan secara parsial, Net Profit Margin ,Return on asset,dan leverage memiliki pengaruh signifikan terhadap Harga saham.

Kata Kunci : Net Profit Margin,Return On asset Leverage dan harga saham

**THE INFLUENCE OF NET PROFIT MARGIN, RETURN ON ASSET AND  
LEVERAGE TO THE STOCK PRICE AT THE COMPANY  
MANUFACTURING FOOD AND BEVERAGE SUBSECTOR LISTED ON  
THE STOCK EXCHANGE**

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**ABSTRACT**

*This study aims to determine the effect of Net Profit Margin and Return On Asset and Leverage in the company manufacturing food and beverages subsector on listed the Stock price. Data obtained by 16 firms in the period 2009-2012 and is connected in three variables, namely: three independent variables: net profit margin, return on asset, and leverage and one dependent variable: the stock price. Sampling methods, namely by using purposive sampling. Data analysis methods used were descriptive statistics, normality tests, test multikolinieritas, heteroskedasitas test, autocorrelation test, determination of test, F test and t test.*

*The result of this research will be Simultaneously, the variable net profit margin, return on asset, and leverages has a significant effect on the stock prices. While a partial the variable net profit margin, return on asset, and leverages has a significant effect on the stock prices*

*Key words: net profit margin, return on asset, and leverage*