

ABSTRACT

The purpose of this study was to determine the effect of Debt to Equity Ratio (DER), Gross Profit Margin (GPM) and Net Profit Margin (NPM) on stock return (studies in consumer goods company listed on the Indonesia Stock Exchange 2015 – 2016).

This research was conducted using secondary data i.e financial statements. Sampling technique used is purposive sampling. Data analysis was performed with panel regressio analysis method. Of the fourty companies, only taken seventeen companies. For the purposes of data analysis in this study, the authors used statistical tests were assisted by the program Eviews 10.

The result showed that Debt to Equity Ratio (DER) has no effect on stock return, Net Profit Margin (NPM) has no effect on stock return, while Gross Profit Margin (GPM) has effect on stock return.

Keywords : *Debt to Equity Ratio (DER), Gross Profit Margin (GPM), Net Profit Margin (NPM) and Stock Return*



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ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh *Debt to Equity Ratio* (DER), *Gross Profit Margin* (GPM) dan *Net Profit Margin* (NPM) terhadap *Return Saham* (studi pada perusahaan industri barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2015-2016).

Penelitian ini dilakukan dengan menggunakan data sekunder yaitu laporan keuangan. Teknik sampel yang digunakan adalah *purposive sampling*. Analisis data dilakukan dengan metode analisis regresi data panel. Dari 40 (empat puluh) perusahaan, hanya diambil 17 (tujuh belas) perusahaan. Untuk keperluan analisis data dalam penelitian ini, penulis menggunakan pengujian statistik yang dibantu oleh program Eviews 10.

Hasil penelitian menunjukkan bahwa *Debt to Equity Ratio* (DER) tidak berpengaruh terhadap *return saham*, *Net Profit Margin* (NPM) tidak berpengaruh terhadap *return saham*, sedangkan *Gross Profit Margin* (GPM) berpengaruh terhadap *return saham*.

Kata kunci : *Debt to Equity Ratio* (DER), *Gross Profit Margin* (GPM), *Net Profit Margin* (NPM) dan *Return Saham*



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