

ABSTRACT

Food and beverage companies are one of the sub-sectors of manufacturing industrial companies whose products are needed by the community. At the end of the period, the company prepares financial reports which are then given to interested parties through financial statement analysis in the form of ratios in order to assess the company's effectiveness performance.

This study aims to determine which financial ratios can affect the stock price of a company. The financial ratios used in this study are Return On Assets, Earning Per Share, and Net Profit Margin. The population in this study is the food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange for the period 2016-2019.

The method used is a case study, with a descriptive type of research. The sampling technique used in this study was purposive sampling method and obtained 14 (fourteen) food and beverage sub-sector manufacturing companies with a research period of 4 (four) years so that this study obtained 56 (one hundred and fifteen) observational data.

The results of the study show that Return on Assets, Earning Per Share, and Net Profit Margin have a simultaneous effect on stock prices. Partially Return On Assets affect stock prices, Earning Per Share has no effect on stock prices, Net Profit Margin affects stock prices.

It is suggested that this research can be used as a reference for academics for further research, for investors in making decisions for investment, as well as for companies as material for consideration in making decisions and can be used as references for companies.

Keywords: *Return On Asset (ROA), Earning Per Share (EPS), Net Profit Margin (NPM), Stock price*