

ABSTRACT

The share price is the price of a share that occurs on the stock market at a certain time determined by market participants and determined by the demand and supply of the relevant shares in the capital market. The stock price is also a factor that needs to be considered and important for investors when investing in an issuer because the stock price is a reflection that shows the results achieved by the company.

The purpose of this study was to determine the significance of the effect of return on assets (ROA), debt to equity ratio (DER) and net profit margin (NPM) on stock prices in restaurants, hotels and tourism sub-sector companies listed on the Indonesia Stock Exchange for the period 2018-2018. 2021.

The data is obtained from the financial statements of companies from the Restaurant, Hotel and Tourism sub-sector companies listed on the Indonesia Stock Exchange for the period 2018-2021 as the population in the study. The sample used in this study were 21 companies with a research period of 4 years with 84 data processed by using a sample selection technique, namely purposive sampling. This research uses panel data regression analysis method using Eviews 12 software.

Based on the results of the research that has been done, the results obtained in descriptive statistics show that all companies have an average of 953,7262 and a standard deviation of 1.327,6458 which shows that stock price variables tend to be heterogeneous and varied. The independent variables, namely return on assets and net profit margin, show that the average value is smaller than the standard deviation, which means that the data tends to be heterogeneous and varied. However, the debt to equity ratio variable shows that the average value is greater than the standard deviation which can be said that the data tends to be homogeneous and does not vary.

The results of the research that have been carried out show that return on assets, debt to equity ratio, and net profit margin have no simultaneous significant effect on stock prices. Partially, the return on assets variable shows that it has no significant effect on stock prices. The variable debt to equity ratio shows that it has no effect on stock prices. The net profit margin variable shows that it has no effect on stock prices.

Keywords: return on assets, debt to equity ratio, net profit margin, stock price