

**PENGARUH *EARNING PER SHARE* (EPS) DAN *NET PROFIT MARGIN* (NPM) TERHADAP HARGA SAHAM PERUSAHAAN ROKOK YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI) PERIODE 2013-2017**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui pengaruh *Earning Per Share* (EPS), *Net Profit Margin* (NPM), terhadap Harga Saham baik secara parsial maupun simultan. Metode penelitian ini menggunakan metode deskriptif dan verifikatif dengan analisis regresi linier berganda. Data penelitian ini menggunakan data sekunder yang berasal dari laporan keuangan pada perusahaan rokok yang terdaftar di Bursa Efek Indonesia periode 2013-2017. Teknik sampling penelitian ini menggunakan teknik *sampling purposive* sampel yang digunakan ada sebanyak 4 laporan keuangan. Hasil penelitian diperoleh bahwa secara parsial *Earning Per Share* berpengaruh signifikan terhadap harga saham, sedangkan *Net Profit Margin* tidak berpengaruh terhadap Harga Saham. Namun secara simultan *Earning Per Share* dan *Net Profit Margin* berpengaruh signifikan terhadap Harga Saham dengan persentase Harga Saham yang bisa dijelaskan oleh kedua variabel bebas *Earning Per Share* dan *Net Profit Margin* yaitu sebesar 90,4%, sedangkan sisanya sebesar 9,6% dijelaskan oleh sebab-sebab lain.

**Kata Kunci:** *Earning Per Share*, *Net Profit Margin*, Harga Saham, Perusahaan Rokok.

***THE EFFECT OF EARNING PER SHARE (EPS) AND NET PROFIT MARGIN (NPM) TO STOCK PRICE IN CIGARETTE COMPANIES LISTED ON INDONESIA STOCK EXCHANGE PERIOD 2013-2017***

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**ABSTRACT**

*The purpose of this research is to know the influence of Earning Per Share (EPS), and Net Profit Margin (NPM) to the stock price either partially or simultaneously. This research method using descriptive and verification methods with multiple regression analysis. This research data using secondary data derived from financial statements at cigarette company listed on Indonesia Stock Exchange period 2013-2017. Sampling technique of this research using purposive sampling technique then the sample used there are as many as 4 financial statements. The results obtained that partially Earning Per Share significantly affect the Stock Price, while Net Profit Margin does not affect the stock price. But simultaneously Earning Per Share and Net Profit Margin have a significant effect on Stock Price with percentage of Stock Price which can be explained by the variation of both independent variable that is Earning Per Share and Net Profit Margin is 90,4%, while the rest of 9,6% other causes.*

***Keywords: Earning Per Share, Net Profit Margin, Stock Price, Cigarette Company.***